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CBS PROGRAM BOOK · WINTER, 1944

"... a kind of orchestrated hell ..."

THE FRONT COVER . . . *Inset in the picture of a flight of Allied bombers trailing vapor is the likeness of Edward R. Murrow, CBS news chief in London, who on the night of Thursday, December 2, 1943 rode a British Lancaster on a Berlin raid, and described the raid next afternoon at 5:30 by short wave to the CBS Network and the American people, in one of the most graphic and memorable broadcasts of the war. If you heard the broadcast and want to keep it, or if you want to read it for the first time, just write CBS and say "Send me a copy of 'Orchestrated Hell'."*

WINTER, 1944

THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York 22, N.Y.

February 1, 1944

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ADMIRAL CORPORATION *(69th Week on CBS)* **World News Today** *News*	Sunday 2:30–2:55 p.m. 42 CBS stations ORIGINATES: WABC	Admiral Radio Institutional *Cruttenden & Eger*
+ALLEGHENY-LUDLUM STEEL CORPORATION *(17th Week on CBS)* **+Mother and Dad** *Musical*	Saturday 5:30–6:00 p.m. 38 CBS stations ORIGINATES: WABC	Institutional *Walker & Downing*
AMERICAN OIL COMPANY *(225th Week on CBS)* **CBS World News** *News*	Thursday 6:00–6:15 p.m. 54 CBS stations ORIGINATES: WABC	Amoco-Gas, American Gas and Services *Joseph Katz Company*
Edward R. Murrow *News*	Sunday 1:30–1:45 p.m. 60 CBS stations ORIGINATES: BBC, LONDON	
AMERICAN TOBACCO COMPANY *(404th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Frank Sinatra, Joan Edwards, Hit Paraders Chorus	Saturday 9:00–9:45 p.m. *Rebroadcast 12 mid.–12:45 a.m.* 122 CBS stations ORIGINATES: WABC, KNX	Lucky Strike Cigarettes *Foote, Cone & Belding*
ANACIN COMPANY *(365th Week on CBS)* **Our Gal, Sunday** *Serial drama*	Mon. thru Fri. 12:45–1:00 p.m. 129 CBS stations ORIGINATES: WABC	Anacin *Dancer-Fitzgerald-Sample*
Easy Aces *Serial Comedy-Drama*	Wednesday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WABC	
+Friday on Broadway *Musical*	Friday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin, Benefax
The Romance of Helen Trent *Serial drama*	Mon., Tues. 12:30–12:45 p.m. 130 CBS stations ORIGINATES: WBBM	Benefax
+ANCHOR-HOCKING GLASS CORP. *(4th Week on CBS)* **+Corliss Archer** *Dramatic series*	Saturday 5:00–5:30 p.m. 122 CBS stations ORIGINATES: KNX	Institutional *William H. Weintraub & Co., Inc.*

+Program or client not listed in Fall Program Book

CLIENT AND PROGRAM	WHEN	PRODUCT AND AGENCY
ARMSTRONG CORK COMPANY *(121st Week on CBS)* **Armstrong's Theater of Today** *Drama*	Saturday 12 noon–12:30 p.m. 131 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rugs *Batten, Barton, Durstine & Osborn, Inc.*
P. BALLANTINE & SONS *(47th Week on CBS)* **+Broadway Showtime** with William Gaxton *Musical comedy*	Monday 10:30–11:00 p.m. 43 CBS stations ORIGINATES: WABC	Ballantine Beer & Ale *J. Walter Thompson Co.*
BALLARD & BALLARD CO. *(52nd Week on CBS)* **Renfro Valley Folks** *Hillbilly variety*	Wed., Thurs. 8:15–8:30 a.m. Friday 8:15–8:45 a.m. Sunday 9:15–9:45 a.m. 28 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*
BAYER COMPANY *(435th Week on CBS)* **American Melody Hour** with Eileen Farrell, Bob Hannon, Evelyn MacGregor, Remo Bolognini, orchestra and chorus	Tuesday 7:30–8:00 p.m. 119 CBS stations ORIGINATES: WABC	Bayer Aspirin *Dancer-Fitzgerald-Sample*
Second Husband *Serial drama*	Thurs., Fri. 11:15–11:30 a.m. 42 CBS stations ORIGINATES: WABC	
BISODOL COMPANY *(573rd Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Wed., Thurs., Fri. 12:30–12:45 p.m. 130 CBS stations ORIGINATES: WBBM	Bisodol *Dancer-Fitzgerald-Sample*
BOURJOIS, INC. *(237th Week on CBS)* **Here's to Romance** Dick Haymes, Jim Ameche, and the Ray Bloch Orchestra *Musical*	Thursday 10:30–11:00 p.m. 119 CBS stations ORIGINATES: WABC AND KNX	Evening in Paris Face Powder *Foote, Cone & Belding*
BOWEY'S, INC. *(244th Week on CBS)* **Stars Over Hollywood** Original drama with Art Gilmore, MC, and guest stars	Saturday 12:30–1:00 p.m. 49 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*

+Program or client not listed in Fall Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CAMPANA SALES CO. *(235th Week on CBS)* **Campana Serenade** with Dick Powell	Saturday 1:00–1:25 p.m. 120 CBS stations ORIGINATES: KNX	Campana Balm, Dreskin, Coolies, DDD, Solitaire Make-Up *Wallace-Ferry-Hanly Co.*
CAMPBELL SOUP COMPANY *(477th Week on CBS)* **The Jack Carson Show** with Freddie Martin's orchestra *Comedy, variety*	Wednesday 9:30–10:00 p.m. 119 CBS stations ORIGINATES: KNX	Campbell's Soups *Foote, Cone & Belding*
Radio Reader's Digest with Conrad Nagel, Don Bryan's orchestra, and guest stars	Sunday 9:00–9:30 p.m. 120 CBS stations ORIGINATES: WABC	*Ward Wheelock Company*
CELANESE CORPORATION OF AMERICA *(108th Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Musical program*	Wednesday 10:00–10:30 p.m. 134 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(273rd Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 130 CBS stations ORIGINATES: WABC	Vaseline Preparations *McCann-Erickson, Inc.*
CHRYSLER CORPORATION *(412th Week on CBS)* **Major Bowes' Amateurs**	Thursday 9:00–9:30 p.m. 127 CBS stations ORIGINATES: WABC	Institutional *Ruthrauff & Ryan, Inc.*
COCA-COLA COMPANY *(232nd Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, David Ross, and guest soloists *Music*	Sunday 4:30–5:00 p.m. 135 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(420th Week on CBS)* **Judy Canova Show** *Variety*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12 mid.–12:25 a.m.* 123 CBS stations ORIGINATES: KNX	Colgate Tooth Powder *Sherman & Marquette, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLGATE-PALMOLIVE-PEET COMPANY **Inner Sanctum** *Dramatic*	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 120 CBS stations ORIGINATES: WABC	Palmolive Shave Cream *Ted Bates, Inc.*
CONTINENTAL BAKING CO., INC. *(473rd Week on CBS)* **Bachelor's Children** *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 46 CBS stations ORIGINATES: WRBM	Wonder Bread *Ted Bates, Inc.*
CORN PRODUCTS REFINING CO. *(382nd Week on CBS)* **Stage Door Canteen** *Variety*	Friday 10:30–11:00 p.m. 51 CBS stations ORIGINATES: WABC	All Products *C. L. Miller Company*
CREAM OF WHEAT CORP. *(182nd Week on CBS)* **Let's Pretend** *Dramatic*	Saturday 11:05–11:30 a.m. 120 CBS stations ORIGINATES: WABC	Cream of Wheat Cereal *Batten, Barton Durstine & Osborn, Inc.*
CUDAHY PACKING COMPANY *(361st Week on CBS)* **Something to Talk About** *Talks*	Mon. thru Fri. 4:30–4:45 p.m. 14 CBS stations ORIGINATES: WRRM	Delrich Margarine *Grant Advertising, Inc.*
CURTISS CANDY COMPANY *(174th Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 120 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
ELECTRIC COMPANIES ADVERTISING PROGRAM *(27th Week on CBS)* **Report to the Nation** *Dramatized news*	Tuesday 9:30–10:00 p.m. 131 CBS stations ORIGINATES: WABC	Institutional *N. W. Ayer & Son, Inc.*
EMERSON DRUG COMPANY *(195th Week on CBS)* **Vox Pop** with Parks Johnson and Warren Hull *Interview quiz*	Monday 8:00–8:30 p.m. 123 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
EVERSHARP, INC. *(226th Week on CBS)* **Take It or Leave It** with Phil Baker and Jacques Renard's Orchestra *Quiz*	Sunday 10:00–10:30 p.m. 121 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils *The Biow Company*
GENERAL ELECTRIC *(100th Week on CBS)* **The World Today** *News*	Mon. thru Sat. 6:45–6:55 p.m. 120 CBS stations ORIGINATES: WABC AND REMOTE	Institutional *Maxon, Inc.*
GENERAL FOODS CORPORATION *(457th Week on CBS)* **Kate Smith Hour** with Kate Smith, Ted Collins. Jack Miller and his orchestra and guest stars *Music, comedy and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12 mid.–12:55 a.m.* 121 CBS stations ORIGINATES: WABC	Jell-O Jell-O Puddings, Sanka *Young & Rubicam, Inc.*
The Adventures of the Thin Man *Mystery*	Sunday 10:30–11:00 p.m. 119 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
Kate Smith Speaks Ted Collins with the News *Talks and News*	Mon. thru Fri. 12 noon–12:15 p.m. 114 CBS stations ORIGINATES: WABC	Calumet, Swansdown *Young & Rubicam, Inc.*
Joyce Jordan, M.D. *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 120 CBS stations ORIGINATES: WABC	La France, Satina, Postum Post's Raisin Bran *Young & Rubicam, Inc.*
The Dinah Shore Program with Cornelia Otis Skinner, Roland Young, Wally Brown, and the Joseph Lilley Singers *Variety*	Thursday 9:30–10:00 p.m. 125 CBS stations ORIGINATES: KNX AND WABC	Birds Eye Frosted Foods *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 120 CBS stations ORIGINATES: WABC	Post's 40% Bran Flakes *Benton & Bowles, Inc.*
We Love and Learn *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 120 CBS stations ORIGINATES: WABC	Grape Nuts Flakes Wheatmeal *Young & Rubicam, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL MILLS, INC. *(505th Week on CBS)* **Kitty Foyle** *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *11:30–11:45 a.m.* 43 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *11:15–11:30 a.m.* 43 CBS stations ORIGINATES: WABC	Bisquick *Knox Reeves Advertising, Inc.*
B. F. GOODRICH CO. *(46th Week on CBS)* **Meaning of the News** with Joseph C. Harsch *News*	Mon. thru Fri. 6:55–7:00 p.m. *Rebroadcast* *Mon., Wed., Thurs.* *11:55–12 mid.* *Tues., 12:25–12:30 a.m.* *Fri., 12:55–1:00 a.m.* 124 CBS stations ORIGINATES: WTOP	Institutional *Batten, Barton, Durstine & Osborn, Inc.*
***GOODYEAR TIRE & RUBBER CO.** ***The Star and The Story** with Walter Pidgeon and guest artists *Drama, Starts Feb. 6, 1944*	Sunday 8:00–8:30 p.m. 130 CBS stations ORIGINATES: KNX	Institutional *Young & Rubicam Inc.*
GULF OIL CORPORATION *(520th Week on CBS)* **We, the People, at War** with Milo Boulton and Oscar Bradley's orchestra *Real life experiences*	Sunday 7:30–8:00 p.m. 91 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*
THE HUDSON COAL COMPANY *(19th Week on CBS)* **CBS News of the World** *News*	Sunday 9:00–9:15 a.m. 23 CBS stations ORIGINATES: WABC	Delaware and Hudson Coal *The Clements Company, Inc.*
INTERNATIONAL SILVER COMPANY *(307th Week on CBS)* **Silver Theater** *Drama*	Sunday 6:00–6:30 p.m. 62 CBS stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
IRONIZED YEAST CO., INC. *(231st Week on CBS)* **Big Town** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 121 CBS stations 32 CBC stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, Inc.*

**Program or client not listed in Fall Program Book.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
JOHNS-MANVILLE CORPORATION *(130th Week on CBS)* **Bill Henry** *News*	Mon. thru Fri. 8:55–9:00 p.m. 60 CBS stations ORIGINATES: WABC AND WTOP	Insulation *J. Walter Thompson Company*
JOHNSON & JOHNSON *(147th Week on CBS)* **Edwin C. Hill** The Human Side of the News	Tuesday 6:15–6:30 p.m. *Rebroadcast 12:30–12:45 a.m.* 72 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(573rd Week on CBS)* **Mr. Keen, Tracer of Lost Persons** *Mystery-drama*	Thursday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WABC	Kolynos Toothpaste *Dancer-Fitzgerald-Sample*
LADY ESTHER, LTD. *(529th Week on CBS)* **Screen Guild Players** *Drama*	Monday 10:00–10:30 p.m. 121 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *The Biow Company*
LEVER BROTHERS COMPANY *(443rd Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen and Lou Silvers' Orchestra *Drama*	Monday 9:00–10:00 p.m. 134 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*
Burns and Allen with Felix Mills' Orchestra *Comedy*	Tuesday 9:00–9:30 p.m. 129 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc.*
+The Frank Sinatra Show *Musical*	Wednesday 9:00–9:30 p.m. 132 CBS stations ORIGINATES: KNX	Vimms *J. Walter Thompson Co.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12 noon 52 CBS stations 30 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 80 CBS stations 30 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*

+Program or client not listed in Fall Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LEVER BROTHERS COMPANY **Bright Horizon** with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. 47 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
LEWIS-HOWE COMPANY *(86th Week on CBS)* **Correction, Please** with Pat Barnes and Nat Shilkret's Orchestra *Quiz*	Saturday 10:15–10:45 p.m. 52 CBS stations ORIGINATES: WABC	Tums *Roche, Williams & Cunnyngham, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(587th Week on CBS)* **Harry James** and his Music Makers *Popular music*	Tues., Wed., Thurs. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 122 CBS stations ORIGINATES: KNX	Chesterfield Cigarettes *Newell-Emmett Co.*
LOCKHEED AIRCRAFT CORP. *(64th Week on CBS)* **America—Ceiling Unlimited** *Dramatic*	Sunday 2:00–2:30 p.m. 61 CBS stations ORIGINATES: KNX	Institutional *Foote, Cone & Belding*
P. LORILLARD COMPANY *(318th Week on CBS)* **Monty Woolley** with Sammy Kaye's Orchestra *Variety*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 120 CBS stations ORIGINATES: KNX	Old Gold Cigarettes *J. Walter Thompson Co.*
THE MENNEN COMPANY *(228th Week on CBS)* **Ed Sullivan Entertains** *Interviews*	Monday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 120 CBS stations ORIGINATES: WABC	Shave Products *Russel M. Seeds Company, Inc.*
MINNEAPOLIS-HONEYWELL REGULATOR CO. *(34th Week on CBS)* **Blue Jacket Choir** with Danny O'Neil *Musical*	Sunday 11:05–11:30 a.m. 121 CBS stations ORIGINATES: GREAT LAKES NAVAL TRAINING STATION	Institutional *Addison Lewis & Associates*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
JOHN MORRELL & CO. *(18th Week on CBS)* **Bob Becker's Chats About Dogs**	Thursday 6:15–6:30 p.m. *Rebroadcast* *12:30–12:45 a.m.* 41 CBS stations ORIGINATES: WRBM	Red Heart Dog Food *Henri, Hurst & McDonald, Inc.*
+C. F. MUELLER COMPANY *(132nd Week on CBS)* **+Isabel Manning Hewson** *Narrator*	Mon., Wed., Fri. 9:45–10:00 a.m. 31 CBS stations ORIGINATES: WABC	Macaroni Products *Duane Jones Co.*
OWENS-ILLINOIS GLASS CO. *(38th Week on CBS)* **Broadway Matinee** with Alfred Drake, Allen Roth's Orchestra and Guests. *Variety*	Mon. thru Fri. 4:00–4:25 p.m. 121 CBS stations ORIGINATES: WABC	Institutional *J. Walter Thompson Co.*
PABST SALES CO. *(44th Week on CBS)* **Blue Ribbon Town** with Groucho Marx, Fay McKenzie, Donald Dickson and Robert Armbruster's Orchestra *Comedy variety*	Saturday 8:00–8:30 p.m. *Rebroadcast* *10:15–10:45 p.m.* 111 CBS stations ORIGINATES: KNX	Pabst Blue Ribbon Beer *Warwick & Legler, Inc.*
PACIFIC COAST BORAX CO. *(134th Week on CBS)* **Death Valley Days** *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 61 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Soap Chips *McCann-Erickson, Inc.*
THE PARKER PEN CO. *(83rd Week on CBS)* **Ned Calmer and the News**	Sat., Sun. 8:55–9:00 p.m. 129 CBS stations ORIGINATES: WABC	Quink *J. Walter Thompson Co.*
PET MILK SALES CORPORATION *(532nd Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus	Saturday 9:45–10:15 p.m. 66 CBS stations ORIGINATES: WABC	Irradiated Pet Milk *Gardner Advertising Company*
Mary Lee Taylor Home economist *Household Advice*	Saturday 10:30–11:00 a.m. *Rebroadcast* *2:00–2:30 p.m.* 80 CBS stations ORIGINATES: KMOX	

+Program or client not listed in Fall Program Book.

Sponsor and Program	Time	Product and Agency
CHARLES H. PHILLIPS CHEMICAL CO. *(324th Week on CBS)*		
Amanda of Honeymoon Hill *Serial drama*	Mon. thru Fri. 11:00–11:15 a.m. 42 CBS stations ORIGINATES: WABC	Phillips Toothpaste & Toothpowder, Phillips Tablets *Dancer-Fitzgerald-Sample*
PHILIP MORRIS & COMPANY, LTD. *(390th Week on CBS)*		
Crime Doctor *Mystery-drama*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 118 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company*
Philip Morris Playhouse Directed by Earle McGill, with guest stars and Ray Bloch's Orchestra *Drama*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 119 CBS stations ORIGINATES: WABC	
THE PROCTER & GAMBLE CO. *(483rd Week on CBS)*		
The Goldbergs *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 61 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
I Love A Mystery *Serial drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 72 CBS stations ORIGINATES: KNX	Ivory Soap Oxydol *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 59 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 64 CBS stations ORIGINATES: WBBM	Oxydol *Dancer-Fitzgerald-Sample*
Bernadine Flynn *News*	Mon. thru Fri. 1:30–1:45 p.m. 41 CBS stations ORIGINATES: WBBM	Ivory Flakes, Crisco *Compton Advertising, Inc.*
***Perry Mason** *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 41 CBS stations ORIGINATES: WABC	Camay, Ivory Flakes *Pedlar, Ryan & Lusk, Inc.*

**Program or client not listed in Fall Program Book*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(243rd Week on CBS)* **Prudential Family Hour** with Gladys Swarthout, Jack Smith, Jose Ferrer, Reed Kennedy, Al Goodman's Orchestra, and chorus	Sunday 5:00–5:45 p.m. 87 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
THE QUAKER OATS COMPANY *(114th Week on CBS)* **That Brewster Boy** *Comedy drama*	Friday 9:30–10:00 p.m. 121 CBS stations ORIGINATES: WBBM	Quaker Food Products *Ruthrauff & Ryan, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(560th Week on CBS)* **Blondie** The domestic adventures of the Bumsteads *Comedy*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 130 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Moore and Durante Show with Georgia Gibbs and Roy Bargy's Orchestra *Variety*	Friday 10:00–10:30 p.m. 130 CBS stations ORIGINATES: WABC	
Thanks to the Yanks with Bob Hawk *Quiz*	Saturday 7:30–8:00 p.m. *Rebroadcast* *11:00–11:30 p.m.* 132 CBS stations ORIGINATES: WABC	
ROMA WINE CO., INC. *(47th Week on CBS)* **+Suspense** *Drama*	Thursday 8:00–8:30 p.m. *Rebroadcast Monday* *12 mid.–12:30 a.m.* 77 CBS stations ORIGINATES: KNX	Roma Wines *The Biow Company*
SCHENLEY IMPORT CORP. *(42nd Week on CBS)* **Schenley's Cresta Blanca Carnival** Morton Gould's Orchestra, Alec Templeton and Guest Stars *Variety*	Wednesday 10:30–11:00 p.m. 71 CBS stations ORIGINATES: WABC	Cresta Blanca Wine *William H. Weintraub & Company, Inc.*
SERVEL, INC. *(56th Week on CBS)* **Fashions in Rations** with Billie Burke *Household advice*	Saturday 11:30 a.m.–12 noon 77 CBS stations ORIGINATES: WABC	Institutional *Batten, Barton, Durstine & Osborn, Inc.*

+*Program or client not listed in Fall Program Book.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
SOUTHERN COTTON OIL CO. *(68th Week on CBS)* **+Neighbors—Irene Beasley** *Songs*	Mon. thru Fri. 3:00–3:15 p.m. 44 CBS stations ORIGINATES: WABC	Wesson Oil and Snowdrift *Kenyon & Eckhardt, Inc.*
E. R. SQUIBB & SONS *(186th Week on CBS)* **To Your Good Health** *Music*	Mon., Wed., Fri. 6:15–6:30 p.m. 125 CBS stations ORIGINATES: WABC	Squibb Products *Batten, Barton, Durstine & Osborn, Inc.*
STANDARD BRANDS, INC. *(168th Week on CBS)* **Mary Marlin** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. *Rebroadcast* *5:00–5:15 p.m.* 70 CBS stations ORIGINATES: WABC	Tenderleaf Tea *J. Walter Thompson Co.*
+The Open Door *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *3:15–3:30 p.m.* 126 CBS stations ORIGINATES: WABC	Vitamin Products, Coffee-Desserts *Ted Bates, Inc.*
+JOSEPH TETLEY & CO. INC. *(12th Week on CBS)* **+Isabel Manning Hewson** *Narrator*	Tues., Thurs., Sat. 9:45–10:00 a.m. 26 CBS stations ORIGINATES: WABC	Tea, Dehydrated Soups *Duane Jones Co.*
THE TEXAS COMPANY *(348th Week on CBS)* **Texaco Star Theater** Fred Allen and Al Goodman's Orchestra	Sunday 9:30–10:00 p.m. 122 CBS stations 25 CBC stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
UNITED STATES RUBBER CO. *(88th Week on CBS)* **New York Philharmonic-Symphony** *Music*	Sunday 3:00–4:30 p.m. 119 CBS stations ORIGINATES: WABC	Institutional *Campbell-Ewald Co., Inc., Eastern Division*
U. S. TOBACCO COMPANY *(452nd Week on CBS)* **Gay Nineties Revue** starring Lillian Leonard, Joe E. Howard, MC, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 67 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*

+ Program or client not listed in Fall Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
R. L. WATKINS CO. *(78th Week on CBS)* **Second Husband** *Serial drama*	Mon., Tues., Wed. 11:15–11:30 a.m. 42 CBS stations ORIGINATES: WABC	Dr. Lyons Toothpowder *Dancer-Fitzgerald-Sample*
THE WELCH GRAPE JUICE CO. *(86th Week on CBS)* **+The Woman From Nowhere** with Irene Rich *Drama*	Sunday 5:45–6:00 p.m. 66 CBS stations ORIGINATES: KNX	Welch Products *H. W. Kastor & Sons Advertising Co., Inc.*
+J. B. WILLIAMS COMPANY *(8th Week on CBS)* **+William L. Shirer** *News*	Sunday 7:00–7:15 p.m. 58 CBS stations ORIGINATES: WABC	Williams Shaving Cream *J. Walter Thompson Co.*
WM. WRIGLEY, JR., COMPANY *(606th Week on CBS)* **America in the Air** *Air Corps dramatic series*	Sunday 6:30–7:00 p.m. 119 CBS stations ORIGINATES: WBBM	Doublemint Gum *J. Walter Thompson Company*
The First Line *Drama*	Thursday 10:00–10:30 p.m. 119 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
American Women *Dramatic*	Mon. thru Fri. 5:45–6:00 p.m. 119 CBS stations ORIGINATES: WBBM	
CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION *(98th Week on CBS)* **Dave Vaile and the News** *News analyst*	Saturday 8:55–9:00 p.m. PWT ORIGINATES: KNX	California Prunes and Apricots *Long Advertising Service*
COLONIAL DAMES, INC. *(216th Week on CBS)* **Bob Greene** *News*	Sunday 8:25–8:30 p.m. PWT ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
+CONSOLIDATED ROYAL CHEMICAL CO., INC. *(9th Week on CBS)* **+Ten O'Clock Wire** with Chet Huntley and Dave Vaile	Saturday 10:00–10:15 p.m. PWT ORIGINATES: KNX	Kranks Shave Cream *Arthur Meyerhoff & Co.*

COLUMBIA PACIFIC NETWORK

+Program or client not listed in Fall Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
+P. DUFF & SONS, INC. *(18th Week on CBS)* **+Galen Drake** *Talks*	Tues., Thurs. 5:00–5:15 p.m. PWT ORIGINATES: KNX	Ready-To-Bake Mixes *W. Earl Bothwell Advertising Agency*
GENERAL MILLS, INC. *(505th Week on CBS)* **Nelson Pringle** *News analyst*	Mon. thru Fri. 7:45–8:00 a.m. PWT ORIGINATES: KNX	Wheaties *Knox Reeves Advertising, Inc.*
+JOHNSTONE DRUG SALES CORP. *(9th Week on CBS)* **+Hollywood Barn Dance** *Hillbilly variety*	Saturday 10:30–10:45 p.m. PWT ORIGINATES: KNX	Buckley's Canadiol Mixture *Armand S. Weill Co., Inc.*
LAMONT, CORLISS & COMPANY *(30th Week on CBS)* **Eleanore King** *Beauty talks*	Saturday 6:30–6:45 p.m. PWT ORIGINATES: KNX	Pond's Cold Cream *J. Walter Thompson Co.*
LOS ANGELES SOAP COMPANY *(225th Week on CBS)* **Bob Andersen** *News*	Mon. thru Fri. 4:15–4:30 p.m. PWT ORIGINATES: KNX	White King Soap Sierra Pine Soap Scotch Cleanser *Raymond R. Morgan Co.*
MANHATTAN SOAP CO. *(154th Week on CBS)* **Bob Greene** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Sweetheart Soap *Franklin Bruck Advertising Corp.*
McKESSON & ROBBINS, INC. *(182nd Week on CBS)* **William Winter** *News analyst*	Tues., Thurs., Sat. 12:30–12:45 p.m. PWT ORIGINATES: KQW	Bexel *J. D. Tarcher & Co., Inc.*
Chet Huntley *News analyst*	Mon. thru Fri. 3:55–4:00 p.m. PWT ORIGINATES: KNX	Calox Tooth Powder *J. D. Tarcher & Co., Inc.*
THE MENNEN COMPANY *(228th Week on CBS)* **Bob Greene** *News*	Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Talcum Powder, Lather Shave Cream, Brushless Shave *Russel M. Seeds Co., Inc.*

+Program or client not listed in Fall Program Book.

PETER PAUL, INC. *(172nd Week on CBS)* **Truman Bradley** **Bob Andersen** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos *Brisacher & Van Norden, Inc.*
PLANTERS NUT AND CHOCOLATE COMPANY *(170th Week on CBS)* **William Winter** *News analyst* **Harry W. Flannery** *News analyst*	Mon., Wed., Fri. 12:30–12:45 p.m. PWT Sunday 5:30–5:45 p.m. PWT ORIGINATES: KQW Tues., Thurs., Sat. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Planters Peanut Oil, Salted Peanuts *Erwin Wasey & Company*
PLOUGH, INC. *(69th Week on CBS)* **Don't You Believe It** with Tobe Reed	Saturday 9:45–10:00 p.m. PWT ORIGINATES: KNX	St. Joseph's Aspirin Penetro Products *Lake-Spiro-Shurman, Inc.*
SIGNAL OIL COMPANY *(33rd Week on CBS)* **+The Whistler** *Mystery drama*	Sunday 4:30–5:00 p.m. PWT ORIGINATES: KNX	All Products *Barton A. Stebbins*
+SOCONY VACUUM OIL CO. *(1st Week on CBS)* **+The Orson Welles Show** *Comedy variety*	Wednesday 9:30–10:00 p.m. PWT ORIGINATES: KNX	Mobilgas and Mobiloil *Compton Advertising Inc.*
SOIL OFF MANUFACTURING COMPANY *(156th Week on CBS)* **Truman Bradley** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. PWT ORIGINATES: KNX	"Soil Off" for all painted surfaces *Buchanan & Co.*
UNITED AIR LINES TRANSPORT CORP. *(12th Week on CBS)* **In Time To Come** *Drama, music*	Sunday 8:30–9:00 p.m. PWT ORIGINATES: KNX	Air Travel *N. W. Ayer & Son, Inc.*
WESTERN SUGAR REFINERY *(32nd Week on CBS)* **I Was There** *Real life experiences*	Sunday 9:00–9:30 p.m. PWT ORIGINATES: KNX	Sea Island Sugar *J. Walter Thompson Co.*

+Program or client not listed in Fall Program Book.

BANK OF AMERICA NAT'L TRUST & SAVINGS ASSN. *(47th Week on CBS)* **+Sunday Nite Salute** *Drama, music*	Sunday 9:30–10:00 p.m. PWT ORIGINATES: KNX	Services *J. Walter Thompson Co.*
BARBASOL COMPANY *(300th Week on CBS)* **+Deane Dickason** *Talks*	Mon., Wed., Fri. 4:00–4:15 p.m. PWT ORIGINATES: KQW	Barbasol Shave Cream *Erwin Wasey & Company*
BEKINS VAN AND STORAGE CO. *(123rd Week on CBS)* **Harry W. Flannery** *News analyst*	Mon., Wed., Fri. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
BEN HUR PRODUCTS, INC. *(39th Week on CBS)* **Hollywood Showcase** with Hedda Hopper *Variety*	Friday 6:00–6:30 p.m. PWT ORIGINATES: KNX	Ben Hur Products *Barton A. Stebbins*
GROVE LABORATORIES, INC. *(63rd Week on CBS)* **10 O'Clock Wire** with Bob Greene *News*	Mon. thru Fri. 10:00–10:05 p.m. PWT ORIGINATES: KNX	All Products *Russel M. Seeds Co., Inc.*
+HUNT PACKING COMPANY *(1st Week on CBS)* **+Deane Dickason** *Talks*	Tuesday 9:45–10:00 p.m. PWT ORIGINATES: KQW	All Products *Garfield & Guild*
KAY JEWELRY COMPANY *(39th Week on CBS)* **Bob Andersen** *News*	Sunday 5:45–5:55 p.m. PWT ORIGINATES: KNX	Jewelry *Garfield & Guild*
VICK CHEMICAL COMPANY *(142nd Week on CBS)* **+Deane Dickason** *Talks*	Tues. and Thurs 4:00–4:15 p.m. PWT ORIGINATES: KNX	All Products *Morse International, Inc.*
+YELLOW CAB CO. *(4th Week on CBS)* **+The Story Teller** *Drama*	Saturday 7:45–8:00 p.m. PWT ORIGINATES: KQW	Cab Service *Rhoades & Davis*

+Program or client not listed in Fall Program Book.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

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NEWS

News Broadcasts
8:00–8:15 a.m.
11:00–11:10 p.m.
MONDAY THRU SATURDAY
9:00–9:15 a.m.
SUNDAY THRU SATURDAY

Columbia's air reporters—at the fighting fronts, in foreign capitals, in New York and in Washington—cover the war in a regular news pattern, so dovetailed with sponsored news programs as to afford frequent reports throughout the day.

News Summaries
3:15 p.m. and 6:00 p.m.
MONDAY THRU FRIDAY
1:00 a.m.
MONDAY THRU SATURDAY
1:25–1:30 p.m.
4:30–4:35 p.m.
EACH SATURDAY

Edward R. Murrow, Larry Lesueur, Charles Collingwood, Charles Shaw and Richard Hottelet report from London; John Daly, Eric Sevareid, Winston Burdett and Farnsworth Fowle from the Mediterranean; William J. Dunn from Australia; Webley Edwards from Honolulu; James Stewart from Chungking; James Fleming from Russia; Howard K. Smith from Berne; Albin Johnson from Stockholm; George Moorad from Cairo; Hugh Jenks from Buenos Aires; John Adams from Rio de Janeiro; Quincy Howe, Bob Trout. Major George Fielding Eliot, William L. Shirer, Everett Holles, Ned Calmer, Elizabeth Bemis, Bill Downs and Doug Edwards from New York; Bill Henry, Don Pryor, Albert Leitch, Robert Lewis and William Costello from Washington.

News Analyses

11:10–11:15 p.m. NIGHTLY
William L. Shirer
Bob Trout
Major George Fielding Eliot
Quincy Howe
Everett Holles
6:55 p.m. SATURDAY, Bob Trout
(See also sponsored news programs)

WAR PROGRAMS

Trans-Atlantic Call: People to People
12:30–1:00 p.m.
EACH SUNDAY

Every Sunday the British Broadcasting Corporation and the Columbia Broadcasting System shake hands firmly over the ocean. In this half-hour program, originating alternately in Britain and the United States, the radio audiences are offered an eye-witness glimpse of a locality where the plain people are brought to the microphone. Thus, the audiences of the two nations have learned what people across the ocean talk like, do, and think about the war and the peace.

Calling Pan-America
2:30–3:00 p.m.
EACH SATURDAY

CBS draws the Americas closer together with this weekly program short-waved from Latin-American capitals. The series "calls" a different nation to the microphone each Saturday, and presents a vivid radio picture of its life, culture and music. The program is heard throughout the Hemisphere.

Viva America!
11:30–12 midnight
EACH THURSDAY

Like *Calling Pan-America,* this sparkling new Latin-American musical review spotlights the music and culture of our Good Neighbor republics. It represents a further step in Columbia's effort to promote inter-American unity. Through the growing North-American interest in Latin-American affairs, an interest fostered largely by radio, New York has already gathered to itself many of the finest Latin-American artists. *Viva America!* will accordingly be broadcast from New York; it will be heard throughout the Hemisphere.

Victory F.O.B.
3:00–3:30 p.m.
EACH SATURDAY

From Detroit, arsenal of America, CBS brings this musical variety show high-lighting the achievements of free enterprise in America. Each week a leading industrialist reports on his company's progress in the production of war materials. Music is supplied by Samuel Benavie's orchestra and the Don Large Chorus.

Youth On Parade
10:00–10:30 a.m.
EACH SATURDAY

This is a fast-paced musical variety show by and for the youth of America. Each week the Junior Workshop players dramatize a scene in the life of a great American. Every program is climaxed with the presentation of the Youth-On-Parade War-Service Award to a boy, girl, or youth group.

We Deliver the Goods
12:05–12:30 a.m.
EACH SUNDAY

This program features the 23-piece Maritime Service Band at Catalina Island, led by Lieutenant Curt Roberts, together with dramatizations of the heroic deeds of United States merchant seamen.

The Philadelphia Orchestra
3:30–4:30 p.m.
EACH SATURDAY

One of the world's greatest symphonic groups, the Philadelphia Orchestra broadcasts a memorable series of Saturday afternoon concerts over the Columbia network. Each concert is a full hour in length. Eugene Ormandy, music director and conductor of the orchestra, will direct most of the concerts in the series; Bruno Walter and Saul Caston, associate conductor of the orchestra, will also conduct. Eminent guest soloists will make regular appearances on the broadcasts. Harl McDonald, noted American composer and manager of the orchestra, is the intermission speaker. The series is broadcast from the Academy of Music in Philadelphia, the orchestra's permanent home.

Invitation to Music
11:30–12 midnight
EACH WEDNESDAY

This weekly half-hour presents eminent soloists with the Columbia Symphony Orchestra in programs featuring comparatively unfamiliar but nevertheless important works of the great composers. Artists appearing include Joseph Szigeti, violinist; Herbert Janssen, baritone; Jenny Tourel, mezzo soprano; Elizabeth Schumann, soprano; William Primrose, viola. Bernard Herrmann conducts.

E. Power Biggs, Organist
9:15–9:45 a.m.
EACH SUNDAY

Playing on the baroque organ in the Germanic Museum at Harvard University—now headquarters for a U. S. Army Chaplains' School—this noted musician broadcasts the world's finest organ music. In a special series of concerts to be given in joint sponsorship with Mrs. Elizabeth Sprague Coolidge, these programs are expanded to include works written for various combinations of instruments with the organ. They feature not only concertos by the classic masters, such as Handel, Mozart, Bach and Purcell, but also compositions specially written for the series by contemporary American composers. Assisting artists will be the Fiedler Sinfonietta and the Stradivarius Quartet.

SERIOUS MUSIC
Continued

Eileen Farrell and the Columbia Concert Orchestra
11:15–11:30 p.m.
EACH SUNDAY

This richly talented young soprano, whom Columbia is proud to have discovered something less than three years ago, is presented in concert songs, operatic arias and light-opera favorites. She is accompanied by the Columbia Concert Orchestra.

Salt Lake Tabernacle Choir and Organ
12 noon–12:30 p.m.
EACH SUNDAY

This is the oldest consecutively presented public-service series in radio, having celebrated its 759th network broadcast on January 30, 1944. The Tabernacle Choir is conducted by J. Spencer Cornwall and Richard P. Condie, assistant. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens.

New Voices in Song
9:45–10:00 a.m.
EACH SUNDAY

These programs are designed to offer broadcast opportunities to young American singers whom CBS feels to have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.

LIGHT MUSIC

Dance Orchestras
VARIOUS HOURS

Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week, CBS audiences can hear:

HARRY JAMES	CHARLIE SPIVAK
GUY LOMBARDO	SONNY DUNHAM
ABE LYMAN	ENRIC MADRIGUERA
DUKE ELLINGTON	JIMMY HILLIARD
SHEP FIELDS	RAY PEARL
FRANKIE MASTERS	BOYD RAYBURN
JAN GARBER	DICK BRODEUR

Raymond Scott and His Orchestra
4:45–5:00 p.m.
MONDAY THRU FRIDAY

In this program Raymond Scott has an opportunity to display his rare musical talent. He gives new treatment to standard jazz classics and contemporary popular music. *Variety* says of Raymond Scott's orchestra, "Composed of outstanding musicians, its work was electrifying." Dorothy Collins does the singing.

Jack Smith, Songs
6:30–6:45 p.m.
EACH TUESDAY

Jack Smith, originally discovered by CBS, has built an enthusiastic personal following among Columbia network listeners. He is accompanied by Paul Baron's Orchestra.

Sing Along 5:30–5:45 p.m. MONDAY THRU FRIDAY	This program provides a golden opportunity for all bathroom baritones and kitchen contraltos. It invites the listener to join as a soloist in the old-favorite harmonies of the Landt Trio.
Joan Brooks 11:15–11:30 p.m. MONDAY THRU FRIDAY	This series presents the talented Miss Brooks, former Oklahoma school teacher, now nationally known for her singing of blues, with the accompaniment of Paul Baron's Orchestra.
Columbia Presents Perry Como 7:15–7:30 p.m. EACH SUNDAY	Perry Como's rich baritone voice is heard in a group of old and new song favorites. With him are the Bobby Tucker Voices, The Three Sisters, swing vocalists, and Paul Baron's Orchestra.
Jeri Sullavan 6:30–6:45 p.m. MONDAY, WEDNESDAY, THURSDAY, FRIDAY	The magnetic and lovely Miss Sullavan, with her ever-refreshing delivery of a tune, is heard in a program of popular songs.
Burl Ives 8:45–9:00 a.m. EACH SUNDAY 9:15–9:30 a.m. EACH THURSDAY 1:45–2:00 p.m. EACH SATURDAY	Burl Ives reaches into his vast repertoire of native American back-country ballads, and sings and plays them on his guitar. He is heard three days a week, and entertains both morning and afternoon audiences.
Music by Warrington 12:05–12.30 a.m. EACH MONDAY	Composer-conductor John Warrington leads his exceptional orchestra in classical treatments of contemporary popular songs. Marion Mason and Jack Hunter handle the vocals. This distinctly individual program originates at Station WCAU, Philadelphia.
The Clevelandaires 12:05–12:30 a.m. EACH THURSDAY	This is a fast-paced variety program of novelties and popular songs played by Walberg Brown and his orchestra from Station WGAR in Cleveland. Reginald Merridew, male vocalist, and Wayne Mack, master of ceremonies, are also featured.

Columbia Presents Corwin
10:00–10:30 p.m.
EACH TUESDAY

This series of half-hour programs will begin on March 7. Norman Corwin—whom *Life* calls "radio's top dramatic genius"—will be producer, director, and for the most part, author. The series represents a new departure for radio: first, there will be utterly no restrictions upon the types of material to be used; second, the half-hour will be held exclusively for Corwin creations. As planned, the series will consist of many diverse and new types of programs: (1) documentary dramas—telling the stories of three cities, three great American writers, and two great rivers; (2) radio cantatas; (3) radio musical comedies; (4) musical satires; (5) dramatic monologues; (6) original plays written by Corwin expressly for such famous actors as Orson Welles, Paul Robeson, Walter Huston, Charles Laughton, and Franchot Tone. The Norman Corwin hour will be a true chain of important "first nights" in the theater of radio.

Mrs. Miniver
11:30–12 midnight
EACH FRIDAY

This series picks up the story of the Minivers where the picture left off. It brings them to America, where Mr. Miniver has a job as a consultant for post-war housing. Each episode, complete in itself, follows the lives of this beloved couple in our own land. Judith Evelyn plays Mrs. Miniver on the air; Karl Swensen plays Mr. Miniver.

Romance
10:00–10:30 p.m.
EACH TUESDAY

This weekly series dramatizes love stories with adult sincerity and simplicity. Original romantic dramas as well as familiar love stories are brought to the microphone, with Frank Gallop as the narrator. The series will change its air time with the inauguration of the Norman Corwin series.

Flashgun Casey—Press Photographer
11:30–12 midnight
EACH SATURDAY

In episodes of adult realism, metropolitan news photographer Casey unravels complex mysteries and crimes with the aid of his camera. The dialogue is witty and wordly, the situations authentic and vivid.

Now and Forever 3:30–3:45 p.m. MONDAY THRU FRIDAY	Here is a serial which deals with the emotional development of a mature woman who meets many serious problems in her daily life. It is a real and honest love story.	**DRAMATIC SERIES**
This Life is Mine 3:45–4:00 p.m. MONDAY THRU FRIDAY	This serial tells the story of Eden Channing, young small-town school teacher. It dramatizes the eternal conflict between two philosophies of life, the self-serving and the self-sacrificing.	
The Colonel 4:35–5:00 p.m. EACH SATURDAY	Colonel Lemuel Q. Stoopnagle, master of wacky hilarity, heads this gloom-chasing comedy program, with Eddie Green, Amanda Randolf, and Howard Smith aiding and abetting the goings-on. Archie Bleyer's Orchestra furnishes the music.	**LIGHT ENTERTAINMENT**
Fun with Dunn 5:00–5:30 p.m. MONDAY THRU FRIDAY	Comedian Eddie Dunn steers the festivities for a half-hour of music and laughs. He is supported by Jeff Alexander's Orchestra, by vocalist Vera Holley and by the Three Sisters, Beatrice, Geraldine and Margie Ross, who specialize in modern interpretations of rhythm songs and ballads.	
Gibson, O'Neil, and Petrillo 12:05–12:30 a.m. EACH WEDNESDAY	Paul Gibson, commentator, and Danny O'Neil, tenor, unite with Cesar Petrillo's Orchestra to give CBS audiences a midnight program of mellow musical entertainment. This trio broadcasts each week from Station WBBM, Chicago.	
CBS ADULT EDUCATION BOARD	CBS Educational Programs are presented by Columbia's Department of Education with the counsel of the CBS Adult Education Board, whose members are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S.J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS	**EDUCATIONAL PROGRAMS**

The American School of the Air
9:15–9:45 a.m.
Rebroadcast
3:30–4:00 p.m.
MONDAY THRU FRIDAY

Now in its fourteenth year on CBS, this program is broadcast in the United States and Canada. For the duration of the war, the program has been designated the official channel for news, information and instructions by the Office of War Information.

MONDAY—Tools of Science
TUESDAY—Gateway to Music
WEDNESDAY—New Horizons
THURSDAY—Tales from Far and Near
FRIDAY—This Living World

Invitation to Learning
11:30–12 noon
EACH SUNDAY

In this weekly series the world's great books of yesterday and today are informally discussed by leading scholars, critics, and writers.

The People's Platform
6:15–6:45 p.m.
EACH SATURDAY

Now in its sixth year on the air, this program stands as one of radio's most interesting innovations in the field of public forums. Four guests and a moderator meet for an informal discussion of current and postwar problems.

Of Men and Books
2:00–2:30 p.m.
EACH SATURDAY

Continuing the series in its sixth year on CBS, Professor John T. Frederick of Northwestern University discusses recently published books and interviews their authors.

Columbia's Country Journal
1:30–2:00 p.m.
EACH SATURDAY

Charles ("Chuck") Worcester conducts this weekly "radio farm magazine" and portrays the activities, problems, home life and opinions of America's farmers. A feature is a weekly news report from Washington and from farm regions throughout the country.

The Garden Gate
9:15–9:45 a.m.
EACH SATURDAY

Tom Williams, "the old dirt dobber," horticultural expert of WLAC, Nashville, answers queries on wartime gardening. From Washington "Chuck" Worcester and distinguished guests report on victory gardening progress.

RELIGIOUS BROADCASTS

Church of the Air
10:00–10:30 a.m.
1:00–1:30 p.m.
EACH SUNDAY

In its thirteenth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths. During the past year many of the services have originated at Army camps and Navy bases, with Chaplains of the uniformed forces officiating.

Wings Over Jordan
10:30–11:00 a.m.
EACH SUNDAY

This program of religious talks and spirituals presents outstanding Negro leaders in all fields of endeavor. Rev. Glenn T. Settle conducts the program, which features the renowned thirty-voice Wings Over Jordan Choir.

The Chapel Singers
9:15–9:30 a.m.
EACH MONDAY, WEDNESDAY AND FRIDAY

The fine old familiar hymns of all religious denominations, inspiringly sung by a male quartet. Each broadcast includes a brief reading from the Bible.

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE EAST

CBS transmits on
WCBX, New York
WCRC, New York
WCDA, New York
WOOC, New York
WOOW, New York
*WCBN, New York**
**(after March 1, 1944)*

News, News Features and Entertainment Beamed Overseas
In: ENGLISH
FRENCH
ITALIAN
GERMAN
POLISH
SERBO-CROATIAN
DUTCH
CZECH

News in eight languages, plus more than four hours of entertainment for American troops abroad, is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Short Wave Department. This schedule is continuous, around the clock, for 24 hours a day. Five shows daily are now being retransmitted by Radio Algiers, and one show by Radio Bari, Italy. On December 31, 1943, CBS began operating two new 50,000-watt transmitters to Europe, WOOC and WOOW, making five transmitters beaming programs East. On March 1, 1944, CBS will inaugurate service on still another 50,000-watt transmitter, WCBN, to both Europe and Latin America.

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA

CBS transmits on
WCBX, New York
WCRC, New York
WCDA, New York
*WCBN, New York**
**(after March 1, 1944)*

News, News Features and Entertainment Beamed to The Network of the Americas
In: SPANISH
PORTUGUESE

From late afternoon till 2:00 a.m. Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News and news commentaries are featured on these CBS broadcasts; elaborate musical and dramatic programs round out the entertainment schedule. Many of these programs are rebroadcast locally on standard wave by Columbia's 97 affiliated stations in Latin America.

SPECIAL BROADCASTS: FALL-WINTER

These special broadcasts, arranged by Columbia's "Talks" Department, are scheduled on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of exclusive CBS programs, not included in the previous issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

OCTOBER 1: ALF M. LANDON, the Republican Presidential candidate of 1936, discussed contemporary foreign policies with special emphasis on the proposed British-American Alliance: 11:00-11:15 a.m.

OCTOBER 4: From Boston, WILLIAM GREEN, President of the American Federation of Labor, spoke on the first day of the American Federation of Labor Convention: 6:30-6:45 p.m.

OCTOBER 5: "Freedom to Listen" was the subject discussed by JAMES LAWRENCE FLY, Chairman, Federal Communications Commission: 10:00-10:15 p.m.

OCTOBER 12: In connection with the meeting of the Italian-American Labor Council, A. A. BERLE, JR., Assistant Secretary of State, made announcement of the official State Department policy in Italy: 10:45-11:00 p.m.

OCTOBER 12: J. EDGAR HOOVER, Director of the Federal Bureau of Investigation, discussed the prevention of juvenile delinquency from Boston, Massachusetts, in connection with Founders Week of the Y. M. C. A.: 5:30-5:45 p.m.

OCTOBER 15: In connection with the New York State Wartime Conference of Kiwanis International, Senator CHAPMAN REVERCOMB of West Virginia spoke on the preservation of the free enterprise system: 10:30-10:45 p.m.

OCTOBER 22: "Constructive Ideology" was discussed by SIR GERALD CAMPBELL, His Majesty's Minister at the British Embassy, in connection with the meeting of the American Section of the Society of Chemical Industry, an English meeting in the United States under the patronage of His Majesty the King: 6:30-6:45 p.m.

OCTOBER 25: Senator CARL A. HATCH, of New Mexico, spoke from Boston on "Post-War Foreign Policy Resolutions:" 11:15-11:30 p.m.

OCTOBER 26: From Washington, D.C., Senator GUY M. GILLETTE, Democrat, of Iowa, discussed "Why We Should Not Have Food Subsidies:" 10:30-10:45 p.m.

OCTOBER 28: Senator W. LEE O'DANIEL of Texas spoke on "Preservation of Small Business:" 6:30-6:45 p.m.

OCTOBER 30: PIETER A. KERSTENS, Netherlands Minister of Economy, who had recently arrived in this country from London, spoke on "Worries of a Minister Preparing Reconstruction:" 10:45-11:00 p.m.

NOVEMBER 4: "Labor and Post-War Planning" was discussed in connection with the 7th Annual Convention of the Congress of Industrial Organizations (CIO). The speakers were: CLINTON GOLDEN, Assistant President of the United Steel Workers of America and Vice-Chairman of the War Production Board; RAYMOND WALSH, Director of Research and Education for the Congress of Industrial Organizations; JAMES B. CAREY, Secretary-Treasurer of the CIO. and JOHN BROPHY, Director, Industrial Union Council, 6:30-6:45 p.m.

NOVEMBER 6: Under the auspices of World Peaceways, Inc., "Should Americans Still Fear Russia" was discussed from New York by ALBERT RHYS WILLIAMS, author of "The Russians: The Land, The People and Why They Fight;" from Washington by Representative GEORGE E. OUTLAND, Democrat, of California: 10:45-11:00 p.m.

NOVEMBER 8: HAROLD L. ICKES, Secretary of the Interior, and ANDREI A. GROMYKO, U.S.S.R. Ambassador to Washington, spoke from the meeting of the Tenth Anniversary Congress of the National Council of American-Soviet Friendship, Inc.: 11:15-11:45 p.m.

NOVEMBER 9: From Washington, Senator TOM CONNALLY, Democrat, of Texas, gave "An Analysis of the Moscow Documents": 10:30-10:45 p.m.

NOVEMBER 11: In connection with the Second Annual Dinner of the Jewish Theological Seminary, FRANCIS BIDDLE, Attorney General of the United States, reported on the minority problem as it affects the nation: 6:30-6:45 p.m.

NOVEMBER 17: Governor JOHN W. BRICKER, of Ohio, discussed "The Job at Home" from Cleveland: 11:00-11:15 a.m.

NOVEMBER 20: Great Britain's Ambassador to the United States, LORD HALIFAX, on his return from his recent trip to England, discussed "England after Four Years at War:" 10:45-11:00 p.m.

NOVEMBER 30: Postmaster General FRANK C. WALKER, Chairman of the Democratic National Committee, spoke on "Voting in Wartime:" 10:30-10:45 p.m.

DECEMBER 4: HERBERT H. LEHMAN, Director-General of the United Nations Relief and Rehabilitation Administration, summarized the accomplishments of the Atlantic City Conference: 10:45-11:00 p.m.

DECEMBER 7: "Management's Responsibility" was discussed by H. W. PRENTIS, JR., President of the Armstrong Cork Company: 10:45-11:00 p.m.

DECEMBER 7: Justice JAMES F. BYRNES, Director of the Office of War Mobilization, reported from Washington, D.C. on the threat of inflation, and on holding the line in the United States against inflation: 8:00-8:30 p.m.

DECEMBER 11: Speaking in connection with the United Church Canvass, WENDELL L. WILLKIE and RABBI ISRAEL GOLDSTEIN broadcast from New York: 10:45-11:00 p.m.

DECEMBER 21: From London, England, A.V. ALEXANDER, First Lord of the British Admiralty, spoke on "The part cooperative union plays in wartime:" 5:00-5:30 p.m.

JANUARY 1: In a discussion on the Second Anniversary of the unification of the United Nations, CLARK M. EICHELBERGER, Director of the Commission to Study the Organization of Peace, spoke from New York on "Organizing the United Nations Now:" 10:45-11:00 p.m.

JANUARY 4: Replying to the broadcast made by James F. Byrnes, on December 7, Representative RICHARD M. KLEBERG of Texas, spoke from Corpus Christi on "Subsidies:" 10:30-11:00 p.m.

JANUARY 8: "Will the Republican Party Commit Suicide in 1944" was discussed from Montpelier, capital of the State of Vermont, by WILLIAM H. WILLS, Governor of the Green Mountain State: 10:45-11:00 p.m.

JANUARY 11: Senator ELBERT D. THOMAS of Utah spoke from Washington, D.C. on "Strikes and Their Effects on our Military Operations:" 10:30-10:45 p.m.

JANUARY 14: JAN MASARYK, Czechoslovakian Minister of Foreign Affairs and Vice-Premier of the Czechoslovakian government-in-exile, spoke from New York in connection with the 4th War Loan Drive: 5:30-5:45 p.m.

JANUARY 14: Netherlands Minister of Overseas Territories, DR. H. J. VAN MOOK, discussed "Unity in War and Peace," from New York: 11:15-11:30 p.m.

JANUARY 15: JOHN D. M. HAMILTON, former Chairman of the Republican National Committee, broadcast from Willow Brook Farm, Pa. in reply to the January 8 broadcast of Governor Wills: 10:45-11:00 p.m.

CBS PROGRAM BOOK SUPPLEMENT • MARCH 1

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30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

W. ATLEE BURPEE CO. *(1st Week on CBS)* **The Garden Gate** *Gardener Advice*	Saturday 9:15–9:45 a.m. 59 CBS stations ORIGINATES: WLAC AND WTOP	Seed Products *Flagler Advertising, Inc.*
CHEMICALS, INC. *(53rd Week on CBS)* *News*	Saturday 1:25–1:30 p.m. 8 CBS stations ORIGINATES: WEEI	Vano Household Cleaner *Garfield & Guild*
NOXZEMA CHEMICAL CO. *(79th Week on CBS)* **Mayor of the Town** with Lionel Barrymore *Drama* *Starts March 11*	Saturday 7:00–7:30 p.m. *Rebroadcast* *10:15–10:45 p.m.* 56 CBS stations ORIGINATES: KNX	All Products *Ruthrauff & Ryan, Inc.*
PILLSBURY FLOUR MILLS CO. *(285th Week on CBS)* **Grand Central Station** *Drama* *Starts March 4*	Saturday 1:00–1:25 p.m. 74 CBS stations	All Products *McCann-Erickson, Inc*

Page 5	**P. BALLANTINE & SONS**	Replace William Gaxton with Jol Morgan under direction of J. Blac and guest soloists.
Page 6	**CAMPANA SALES CO.**	Cancel program after February !

CBS PROGRAM BOOK SUPPLEMENT · APRIL 1

NEW CBS SPONSORED PROGRAMS

ENGLANDER COMPANY *(3rd Week on CBS)* **We Who Dream** *Drama*	Friday 7:15–7:30 p.m. 36 CBS stations ORIGINATES: WABC	Springs and Mattresses *The Biow Company*
GENERAL FOODS CORPORATION *(466th Week on CBS)* **Portia Faces Life** *Serial Drama*	Monday thru Friday 2:00–2:15 p.m. 120 CBS stations ORIGINATES: WABC	Grape Nuts Flakes and Grape Nuts Wheatmeal *Young & Rubicam, Inc.*

NEW CBS PUBLIC NETWORK PROGRAMS

CHEMICALS, INC. *(58th Week on CBS)* **Musical Show—Vivian Lane** *Music* *Starts April 23*	Sunday 5:30–5:45 p.m. PWT 8 CBS stations ORIGINATES: KQW	Vano Household Chemical *Garfield & Guild*
GREYHOUND LINES **Short Short Stories** *Dramatic Series* *Starts April 21*	Friday 9:55–10:00 p.m. PWT 7 CBS stations ORIGINATES: KNX	Institutional *Beaumont & Hohman, Inc.*
HOFFMAN RADIO CORP. *(3rd Week on CBS)* **Chet Huntley** *News Analyst*	Monday 8:55–9:00 p.m. PWT 8 CBS stations ORIGINATES: KNX	Institutional *Hixson-O'Donnell Advertising, Inc.*
JANTZEN KNITTING MILLS **Chet Huntley** *News Analyst* *Starts April 5*	Wednesday 8:55–9:00 p.m. PWT 8 CBS stations ORIGINATES: KNX	Santiseptic, an after shave lotion *Botsford, Constantine & Gardner*

MONTHLY CORRECTIONS - NOT SPONSORED PROGRAMS (continued)

Page 6	**CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED**	Change origination to KNX.
Page 9	**B. F. GOODRICH CO.**	Cancel repeat broadcasts.
Page 12	**PABST SALES CO.**	Cancel repeat broadcasts.
Page 13	**PHILIP MORRIS & COMPANY, LTD.**	Change listing from "Philip Morris Playhouse" to "It Pays to be Ignorant."
Page 13	**THE PROCTER & GAMBLE CO.**	Change product on "Bernadine Flynn" to Crisco.
Page 15	**SOUTHERN COTTON OIL CO.**	Change time to 3:15–3:30 p.m.
Page 15	**STANDARD BRANDS, INC.**	Cancel repeat broadcasts of "Mary Marlin" and increase number of stations to 126 CBS stations. Change rebroadcast time of "The Open Door" to 5:00–5:15 p.m.

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

Page 17	**JOHNSTONE DRUG SALES CORP.**	Cancel program after March 4.
Page 17	**McKESSON & ROBBINS, INC.**	Cancel "Chet Huntley" program aft March 10.

MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

Page 19	**BANK OF AMERICA NAT'L TRUST & SAVINGS ASSN.**	Cancel program after March 5.
Page 19	**BEN HUR PRODUCTS, INC.**	Change network to Columbia Paci Network.
Page 19	**GROVE LABORATORIES, INC.**	Cancel program after March 17.
Page 19	**VICK CHEMICAL COMPANY**	Cancel program.

NEW CBS PACIFIC NETWORK PROGRAMS (continued)

PACKARD BELL COMPANY **News Makers** *Drama* *Starts April 7*	Friday 8:15–8:30 p.m. PWT 8 CBS stations ORIGINATES: KNX	Institutional *Barton A. Stebbins*
PLANTERS NUT AND CHOCOLATE COMPANY **Mystery Drama** *Starts April 9*	Sunday 9:30–10:00 p.m. PWT 6 CBS stations ORIGINATES: KNX	Planters Peanut Oil and Salted Peanuts *Erwin Wasey & Company*
STULTZ SICKLES COMPANY *(1st Week on CBS)* **Chet Huntley** *News Analyst*	Thursday 8:55–9:00 p.m. PWT 8 CBS stations ORIGINATES: KNX	Welder Supplies *Hixon-O'Donnell Advertising Inc.*

MONTHLY CORRECTIONS – CBS SPONSORED PROGRAMS

Page 4	**AMERICAN TOBACCO COMPANY**	Change origination to WABC.
Page 5	**BOURJOIS, INC.**	Change origination to WABC.
Page 8	**EVERSHARP, INC.**	Change origination to KNX.
Page 8	**GENERAL FOODS CORPORATION**	Change time of "Young Dr. Malone" to 2:30–2:45 p.m. Cancel "We Love and Learn" program. Change origination of "The Dinah Shore program" to KNX.
Page 10 *Page 11*	**LEVER BROTHERS COMPANY**	Change origination of "The Frank Sinatra Show" to WABC. "Bright Horizon" will rebroadcast 3:30–3:45 p.m. Change number of stations to 134.
Page 11	**LEWIS-HOWE COMPANY**	Replace Pat Barnes with J. C. Flippen.
Page 11	**LIGGETT & MYERS TOBACCO CO.**	Change listing to "John Nesbitt—Passing Parade."

CBS Program Guide
Supplement for March
to be flipped in here

MONTHLY CORRECTIONS — NBC SPONSORED PROGRAMS (MARCH 31)		
Page 11	**P. LORILLARD COMPANY**	Change listing to "Allan Jones with Frankie Carle's Orchestra" effective April 5.
Page 12	**JOHN MORRELL & CO.**	Cancel series.
Page 12	**OWENS-ILLINOIS GLASS CO.**	Change product to Duraglas containers.
Page 14	**SERVEL, INC.**	Change origination to WABC and WTOP, and number of stations to 134.
Page 15	**SOUTHERN COTTON OIL CO.**	Change listing to "Irene Beasley."
Page 15	**E. R. SQUIBB & SONS**	Change listing to "To Your Good Health" with Lyn Murray's Orchestra and Chorus.
MONTHLY CORRECTIONS — CBS SPONSORED PROGRAMS		
Page 16	**COLONIAL DAMES, INC.**	Change listing to "Song of the Week" with Jerry Cooper. Change product to Campus Make-Up and All Purpose Cream.
Page 16	**CONSOLIDATED ROYAL CHEMICAL CO., INC.**	Change listing to "Ten O'Clock Wire" with Chet Huntley, Newscast.
Page 17	**P. DUFF & SONS, INC.**	Change time to Mon., Wed., Fri. 5:00–5:15 p.m. PWT effective April 10.
Page 17	**GENERAL MILLS, INC.**	Change origination to KQW.
Page 17	**McKESSON & ROBBINS, INC.**	Cancel "William Winter" program.
Page 18	**PLANTERS NUT AND CHOCOLATE COMPANY**	Cancel "William Winter" program after broadcast of April 16.

CBS Program Book
Supplement for March
to be tipped in here

CBS Program Book
Supplement for April
to be tipped in here

THE COLUMBIA BROADCASTING SYSTEM

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CBS PROGRAM BOOK · SPRING, 1944

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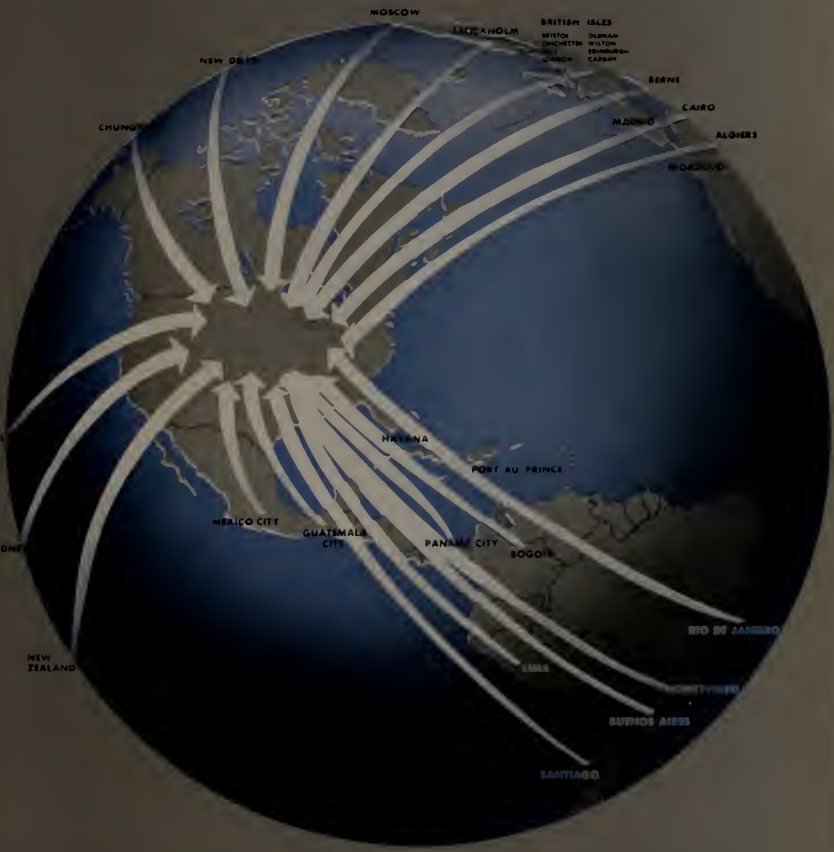

To CBS: from all around the earth, 1943 brought hundreds of eyewitness accounts by Columbia's correspondents, reporting world news events. Many of the points where these broadcasts originated are shown upon this globe; others, for reasons of military security, cannot be so precisely identified. In all, CBS listeners heard reports in 1943 from 24 countries outside the United States.

SPRING, 1944

THE COLUMBIA PROGRAM BOOK

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CBS PACIFIC NETWORKS SPONSORED PROGRAMS: page 16

CBS SUSTAINING PROGRAMS: page 20

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THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York 22, N.Y.

May 1, 1944

COLUMBIA NETWORK CLIENTS

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"Weeks on CBS" as of May 1, 1944

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ADMIRAL CORPORATION *(82nd Week on CBS)*	Sunday 2:30–2:55 p.m. 43 CBS stations ORIGINATES: WABC	Admiral Radio Institutional *Cruttenden & Eger*
World News Today *News*		
ALLEGHENY-LUDLUM STEEL CORPORATION *(30th Week on CBS)*	Saturday 5:30–6:00 p.m. 39 CBS stations ORIGINATES: WABC	Institutional *Walker & Downing*
Mother and Dad *Music*		
AMERICAN OIL COMPANY *(238th Week on CBS)*	Thursday 6:00–6:15 p.m. 55 CBS stations ORIGINATES: WABC	Amoco-Gas, American Gas and Services *Joseph Katz Company*
CBS World News *News*		
Edward R. Murrow *News*	Sunday 1:30–1:45 p.m. 61 CBS stations ORIGINATES: BBC, LONDON	
AMERICAN TOBACCO COMPANY *(417th Week on CBS)*	Saturday 9:00–9:45 p.m. *Rebroadcast 12 mid.–12:45 a.m.* 124 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Foote, Cone & Belding*
Your Hit Parade Mark Warnow's Orchestra, Frank Sinatra, Joan Edwards, The Hit Paraders. *Music*		
ANACIN COMPANY *(378th Week on CBS)*	Mon. thru Fri. 12:45–1:00 p.m. 130 CBS stations ORIGINATES: WABC	Anacin *Dancer-Fitzgerald-Sample*
Our Gal, Sunday *Serial drama*		
Easy Aces *Serial Comedy-Drama*	Wednesday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin, Kolynos Toothpast
Friday on Broadway *Music*	Friday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin, Bi-so-dol Mints
The Romance of Helen Trent *Serial drama*	Mon., Tues. 12:30–12:45 p.m. 131 CBS stations ORIGINATES: WBBM	Benefax
ANCHOR-HOCKING GLASS CORP. *(17th Week on CBS)*	Saturday 5:00–5:30 p.m. 123 CBS stations ORIGINATES: KNX	Institutional *William H. Weintraub & Co., Inc.*
Corliss Archer *Dramatic series*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ARMSTRONG CORK COMPANY *(134th Week on CBS)* **Armstrong's Theater of Today** *Drama*	Saturday 12 noon–12:30 p.m. 132 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rugs *Batten, Barton, Durstine & Osborn, Inc.*
P. BALLANTINE & SONS *(60th Week on CBS)* **Broadway Showtime** with Johnny Morgan *Musical comedy*	Monday 10:30–11:00 p.m. 43 CBS stations ORIGINATES: WABC	Ballantine Beer & Ale *J. Walter Thompson Co.*
BALLARD & BALLARD CO. *(65th Week on CBS)* **Renfro Valley Folks** *Hillbilly variety*	Wed., Thurs. 8:15–8:30 a.m. Friday 8:15–8:45 a.m. Sunday 9:15–9:45 a.m. 29 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*
BAYER COMPANY *(448th Week on CBS)* **American Melody Hour** with Eileen Farrell, Bob Hannon, Evelyn MacGregor, Remo Bolognini, orchestra and chorus **Second Husband** *Serial drama*	Tuesday 7:30–8:00 p.m. 120 CBS stations ORIGINATES: WABC Thurs., Fri. 11:15–11:30 a.m. 43 CBS stations ORIGINATES: WABC	Bayer Aspirin *Dancer-Fitzgerald-Sample*
BISODOL COMPANY *(586th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Wed., Thurs., Fri. 12:30–12:45 p.m. 131 CBS stations ORIGINATES: WBBM	Bi-so-dol *Dancer-Fitzgerald-Sample*
BOURJOIS, INC. *(250th Week on CBS)* **Here's to Romance** Harry Cool, Jim Ameche, and the Ray Bloch Orchestra *Variety*	Thursday 10:30–11:00 p.m. 120 CBS stations ORIGINATES: WABC	Evening in Paris Face Powder *Foote, Cone & Belding*
BOWEY'S, INC. *(257th Week on CBS)* **Stars Over Hollywood** Original drama with Art Gilmore and guest stars	Saturday 12:30–1:00 p.m. 49 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
CAMPBELL SOUP COMPANY *(490th Week on CBS)* **The Jack Carson Show** with Freddie Martin's orchestra *Comedy, variety*	Wednesday 9:30–10:00 p.m. 120 CBS stations ORIGINATES: KNX	Campbell's Soups *Foote, Cone & Belding*
Radio Reader's Digest with Conrad Nagel, Don Bryan's orchestra, and guest stars *Drama*	Sunday 9:00–9:30 p.m. 121 CBS stations ORIGINATES: WABC	*Ward Wheelock Company*
CELANESE CORPORATION OF AMERICA *(121st Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Music*	Wednesday 10:00–10:30 p.m. 135 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc.*
CENTAUR DIVISION, STERLING DRUG, INC. *(244th Week on CBS)* **Big Town** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 122 CBS stations 26 CBC stations ORIGINATES: WABC	Ironized Yeast *Pedler, Ryan & Lusk, Inc.*
+CHEMICALS, INC. *(62nd Week on CBS)* *News*	Saturday 1:25–1:30 p.m. 8 CBS stations ORIGINATES: WEEI	Vano Household Cleaner *Garfield & Guild*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(286th Week on CBS)* **Dr. Christian** with Jean Hersholt *Drama*	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 131 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*
CHRYSLER CORPORATION *(425th Week on CBS)* **Major Bowes' Amateurs** *Variety*	Thursday 9:00–9:30 p.m. 128 CBS stations ORIGINATES: WABC	Institutional *Ruthrauff & Ryan, Inc.*
COCA-COLA COMPANY *(245th Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, David Ross, and guest soloists *Music*	Sunday 4:30–5:00 p.m. 135 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*

+ *Program or client not listed in Winter Program Book*

TELEVISE PROGRAM	TIME	PRODUCT AND AGENCY
:OLGATE-PALMOLIVE-PEET :OMPANY *433rd Week on CBS)*		
Judy Canova Show *Variety*	Tuesday 8:30–8:55 p.m. *Rebroadcast 12 mid.–12:25 a.m.* 124 CBS stations ORIGINATES: KNX	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Inner Sanctum *Mystery Drama*	Saturday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 122 CBS stations ORIGINATES: WABC	Palmolive Shave Cream *Ted Bates, Inc.*
:ONTINENTAL BAKING CO., INC. *486th Week on CBS)*		
Bachelor's Children *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast 3:45–4:00 p.m.* 46 CBS stations ORIGINATES: WBBM	Wonder Bread, Hostess Cake *Ted Bates, Inc.*
:ORN PRODUCTS REFINING CO. *395th Week on CBS)*		
Stage Door Canteen *Variety*	Friday 10:30–11:00 p.m. 53 CBS stations ORIGINATES: WABC	All Products *C. L. Miller Company*
:REAM OF WHEAT CORP. *195th Week on CBS)*		
Let's Pretend *Drama*	Saturday 11:05–11:30 a.m. 121 CBS stations ORIGINATES: WABC	Cream of Wheat Cereal *Batten, Barton Durstine & Osborn, Inc.*
:UDAHY PACKING COMPANY *374th Week on CBS)*		
Something to Talk About *Talks*	Mon. thru Fri. 4:30–4:45 p.m. 14 CBS stations ORIGINATES: WBBM	Delrich Margarine *Grant Advertising, Inc.*
:URTISS CANDY COMPANY *187th Week on CBS)*		
News with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 121 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
:LECTRIC COMPANIES :DVERTISING PROGRAM *40th Week on CBS)*		
Report to the Nation *Dramatized news*	Wednesday 10:30–11:00 p.m. 132 CBS stations ORIGINATES: WABC	Institutional *N. W. Ayer & Son, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
EMERSON DRUG COMPANY *(208th Week on CBS)* **Vox Pop** with Parks Johnson and Warren Hull *Interview quiz*	Monday 8:00–8:30 p.m. 124 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*
ENGLANDER COMPANY *(7th Week on CBS)* **We Who Dream** *Drama*	Friday 7:15–7:30 p.m. 49 CBS stations ORIGINATES: WABC	Springs and Mattresses *The Biow Company*
EVERSHARP, INC. *(239th Week on CBS)* **Take It or Leave It** with Phil Baker and Jacques Renard's Orchestra *Quiz*	Sunday 10:00–10:30 p.m. 122 CBS stations ORIGINATES: KNX	Eversharp Pens and Pencil *The Biow Company*
GENERAL ELECTRIC *(113th Week on CBS)* **The World Today** *News*	Mon. thru Sat. 6:45–6:55 p.m. 121 CBS stations ORIGINATES: WABC AND REMOTE	Institutional *Maxon, Inc.*
GENERAL FOODS CORPORATION *(470th Week on CBS)* **Kate Smith Hour** with Kate Smith, Ted Collins, Jack Miller's Orchestra and guest stars *Variety*	Friday 8:00–8:55 p.m. *Rebroadcast* *12 mid.–12:55 a.m.* 122 CBS stations ORIGINATES: WABC	Jell-O Jell-O Puddings, Sanka *Young & Rubicam, Inc*
The Adventures of the Thin Man *Mystery Drama*	Sunday 10:30–11:00 p.m. 120 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
Kate Smith Speaks Ted Collins with the News *Talks and News*	Mon. thru Fri. 12noon–12:15p.m. 115 CBS stations ORIGINATES: WABC	Calumet, Swansdown *Young & Rubicam, Inc*
Joyce Jordan, M.D. *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 121 CBS stations ORIGINATES: WABC	La France, Satina, Postum Post's Raisin Bran *Young & Rubicam, Inc*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
The Dinah Shore Program with Wally Brown, the Joseph Lilley Singers, and Guest Stars *Variety*	Thursday 9:30–10:00 p.m. 128 CBS stations ORIGINATES: KNX	Birds Eye Frosted Foods *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 121 CBS stations ORIGINATES: WABC	Post's 40% Bran Flakes *Benton & Bowles, Inc.*
+**Portia Faces Life** *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 121 CBS stations ORIGINATES: WABC	Grape Nuts Flakes, Wheatmeal *Young & Rubicam, Inc.*
GENERAL MILLS, INC. *(518th Week on CBS)*		
Kitty Foyle *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast 11:30–11:45 a.m.* 43 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast 11:45–11:30 a.m.* 43 CBS stations ORIGINATES: WABC	Bisquick *Knox Reeves Advertising, Inc.*
B. F. GOODRICH CO. *(59th Week on CBS)*		
Meaning of the News with Joseph C. Harsch *News*	Mon. thru Fri. 6:55–7:00 p.m. 127 CBS stations ORIGINATES: WTOP AND WABC	Institutional *Batten, Barton, Durstine & Osborn, Inc.*
GOODYEAR TIRE & RUBBER CO. *(12th Week on CBS)*		
The Star and The Story with Walter Pidgeon and guest artists *Drama*	Sunday 8:00–8:30 p.m. 131 CBS stations ORIGINATES: KNX	Institutional *Young & Rubicam, Inc.*
GULF OIL CORPORATION *(533rd Week on CBS)*		
We, the People, at War with Milo Boulton and Oscar Bradley's orchestra *Real life experiences*	Sunday 7:30–8:00 p.m. 96 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*

+*Program or client not listed in Winter Program Book*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE HUDSON COAL COMPANY *(32nd Week on CBS)* **CBS News of the World** *News*	Sunday 9:00–9:15 a.m. 21 CBS stations ORIGINATES: WABC	Delaware and Hudson Coal *The Clements Company Inc.*
INTERNATIONAL SILVER COMPANY *(320th Week on CBS)* **Silver Theater** *Drama*	Sunday 6:00–6:30 p.m. 63 CBS stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
JOHNS-MANVILLE CORPORATION *(143rd Week on CBS)* **Bill Henry** *News*	Mon. thru Fri. 8:55–9:00 p.m. 61 CBS stations ORIGINATES: WABC AND WTOP	Insulation *J. Walter Thompson Co.*
JOHNSON & JOHNSON *(160th Week on CBS)* **Edwin C. Hill** The Human Side of the News	Tuesday 6:15–6:30 p.m. *Rebroadcast 12:30–12:45 a.m.* 133 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(586th Week on CBS)* **Mr. Keen, Tracer of Lost Persons** *Mystery-drama*	Thursday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WABC	Kolynos Toothpaste and Anacin *Dancer-Fitzgerald-Sample*
LADY ESTHER, LTD. *(542nd Week on CBS)* **Screen Guild Players** *Drama*	Monday 10:00–10:30 p.m. 122 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *The Biow Company*
LEVER BROTHERS COMPANY *(456th Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen and Lou Silvers' Orchestra *Drama*	Monday 9:00–10:00 p.m. 135 CBS stations 26 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Co.*
Burns and Allen with Felix Mills' Orchestra *Comedy—Variety*	Tuesday 9:00–9:30 p.m. 130 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc.*
The Frank Sinatra Show *Variety*	Wednesday 9:00–9:30 p.m. 131 CBS stations ORIGINATES: KNX	Vimms *J. Walter Thompson Co.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12 noon 52 CBS stations 31 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 135 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *3:30–3:45 p.m.* 134 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
LEWIS-HOWE COMPANY *(99th Week on CBS)* **Correction, Please** with J. C. Flippen and Nat Shilkret's Orchestra *Quiz*	Saturday 10:15–10:45 p.m. 53 CBS stations ORIGINATES: WABC	Tums *Roche, Williams & Cunnyngham, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(600th Week on CBS)* **+John Nesbitt** Passing Parade *Teller of True Tales*	Tues., Wed., Thurs. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 122 CBS stations ORIGINATES: KNX	Chesterfield Cigarettes *Newell-Emmett Co.*
P. LORILLARD COMPANY *(331st Week on CBS)* **+Allan Jones** with Frankie Carle's Orchestra *Variety*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 121 CBS stations ORIGINATES: WABC	Old Gold Cigarettes *J. Walter Thompson Co.*
THE MENNEN COMPANY *(241st Week on CBS)* **Ed Sullivan Entertains** *Interviews*	Monday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 121 CBS stations ORIGINATES: WABC	Shave Products *Russel M. Seeds Company, Inc.*
MINNEAPOLIS-HONEYWELL REGULATOR CO. *(47th Week on CBS)* **Blue Jacket Choir** with Danny O'Neil *Music*	Sunday 11:05–11:30 a.m. 122 CBS stations ORIGINATES: GREAT LAKES NAVAL TRAINING STATION	Institutional *Addison Lewis & Associates*

+Program or client not listed in Winter Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
C. F. MUELLER COMPANY *(145th Week on CBS)* **Isabel Manning Hewson** *Narrator*	Mon., Wed., Fri. 9:45–10:00 a.m. 30 CBS stations ORIGINATES: WABC	Macaroni Products *Duane Jones Co.*
+ NOXZEMA CHEMICAL CO. *(87th Week on CBS)* **Mayor of the Town** with Lionel Barrymore *Drama*	Saturday 7:00–7:30 p.m. *Rebroadcast* *10:15–10:45 p.m.* 55 CBS stations ORIGINATES: KNX	All Products *Ruthrauff & Ryan, Inc.*
OWENS-ILLINOIS GLASS CO. *(51st Week on CBS)* **Broadway Matinee** with Alfred Drake, Allen Roth's Orchestra and Guests. *Variety*	Mon. thru Fri. 4:00–4:25 p.m. 123 CBS stations ORIGINATES: WABC	Duraglas *J. Walter Thompson Co.*
PABST SALES CO. *(57th Week on CBS)* **Blue Ribbon Town** with Groucho Marx, Fay McKenzie, Donald Dickson and Robert Arnbruster's Orchestra *Comedy variety*	Saturday 8:00–8:30 p.m. 113 CBS stations ORIGINATES: KNX	Pabst Blue Ribbon Beer *Warwick & Legler, Inc.*
PACIFIC COAST BORAX CO. *(147th Week on CBS)* **Death Valley Days** *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 62 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo, 20 Mule Team Borax Soap Chips *McCann-Erickson, Inc.*
THE PARKER PEN CO. *(96th Week on CBS)* **Ned Calmer and the News**	Sat., Sun. 8:55–9:00 p.m. 131 CBS stations ORIGINATES: WABC	Quink *J. Walter Thompson Co.*
PET MILK SALES CORPORATION *(545th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus *Music*	Saturday 9:45–10:15 p.m. 67 CBS stations ORIGINATES: WABC	Irradiated Pet Milk *Gardner Advertising Company*
Mary Lee Taylor Home Economist	Saturday 10:30–11:00 a.m. *Rebroadcast* *2:00–2:30 p.m.* 83 CBS stations ORIGINATES: KMOX	

+ Program or client not listed in Winter Program Book

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
CHARLES H. PHILLIPS CHEMICAL CO. *(337th Week on CBS)* **Amanda of Honeymoon Hill** *Serial drama*	Mon. thru Fri. 11:00–11:15 a.m. 43 CBS stations ORIGINATES: WABC	Phillips Toothpaste & Phillips Tablets *Dancer-Fitzgerald-Sample*
PHILIP MORRIS & COMPANY, LTD. *(403rd Week on CBS)* **Crime Doctor** *Mystery-drama*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 119 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company*
+It Pays To Be Ignorant *Comedy*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 120 CBS stations ORIGINATES: WABC	
PILLSBURY FLOUR MILLS CO. *(294th Week on CBS)* **+Grand Central Station** *Drama*	Saturday 1:00–1:25 p.m. 73 CBS stations ORIGINATES: WABC	All Products *McCann-Erickson, Inc.*
THE PROCTER & GAMBLE CO. *(496th Week on CBS)* **The Goldbergs** *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 63 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
I Love A Mystery *Serial drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 73 CBS stations ORIGINATES: KNX	Ivory Soap Oxydol *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 62 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 67 CBS stations ORIGINATES: WBBM	Oxydol *Dancer-Fitzgerald-Sample*
Bernadine Flynn *News*	Mon. thru Fri. 1:30–1:45 p.m. 41 CBS stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Perry Mason *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 44 CBS stations ORIGINATES: WABC	Camay, Ivory Flakes *Pedlar, Ryan & Lusk, Inc.*

+Program or client not listed in Winter Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(256th Week on CBS)* **Prudential Family Hour** with Gladys Swarthout, Jack Smith, Jose Ferrer, Reed Kennedy, Al Goodman's Orchestra, and chorus *Music*	Sunday 5:00–5:45 p.m. 87 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
THE QUAKER OATS COMPANY *(127th Week on CBS)* **That Brewster Boy** *Comedy drama*	Friday 9:30–10:00 p.m. 122 CBS stations ORIGINATES: WBBM	Quaker Food Products *Ruthrauff & Ryan, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(573rd Week on CBS)* **Blondie** *Comedy* **Moore and Durante Show** with Georgia Gibbs and Roy Bargy's Orchestra *Variety* **Thanks to the Yanks** with Bob Hawk *Quiz*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 131 CBS stations ORIGINATES: KNX Friday 10:00–10:30 p.m. 131 CBS stations ORIGINATES: KNX Saturday 7:30–8:00 p.m. *Rebroadcast 11:00–11:30 p.m.* 133 CBS stations ORIGINATES: WABC	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
ROMA WINE CO., INC. *(60th Week on CBS)* **Suspense** *Mystery—Drama*	Thursday 8:00–8:30 p.m. *Rebroadcast Monday 12 mid.–12:30 a.m.* 78 CBS stations ORIGINATES: KNX	Roma Wines *The Biow Company*
SCHENLEY IMPORT CORP. *(55th Week on CBS)* **Schenley's Cresta Blanca Carnival** Morton Gould's Orchestra, Alec Templeton and Guest Stars *Variety*	Tuesday 9:30–10:00 p.m. 73 CBS stations ORIGINATES: WABC	Cresta Blanca Wine *William H. Weintraub & Company, Inc.*
SERVEL, INC. *(69th Week on CBS)* **Fashions in Rations** with Billie Burke *Household advice*	Saturday 11:30 a.m.–12 noon 134 CBS stations ORIGINATES: WABC	Institutional *Batten, Barton, Durstine & Osborn, Inc.*

Client and Program	Time	Product and Agency
SOUTHERN COTTON OIL CO. *(81st Week on CBS)* **Irene Beasley** *Songs*	Mon. thru Fri. 3:15–3:30 p.m. 15 CBS stations ORIGINATES: WABC	Wesson Oil and Snowdrift *Kenyon & Eckhardt, Inc.*
E. R. SQUIBB & SONS *(199th Week on CBS)* **To Your Good Health** Lyn Murray's Orchestra and Chorus *Music*	Mon., Wed., Fri. 6:15–6:30 p.m. 127 CBS stations ORIGINATES: WABC	Squibb Products *Batten, Barton, Durstine & Osborn, Inc.*
STANDARD BRANDS, INC. *(181st Week on CBS)* **Mary Marlin** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. 126 CBS stations ORIGINATES: WABC	Tenderleaf Tea *J. Walter Thompson Co.*
The Open Door *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *5:00–5:15 p.m.* 126 CBS stations ORIGINATES: WABC	Vitamin Products, Coffee-Desserts *Ted Bates, Inc.*
THE TEXAS COMPANY *(361st Week on CBS)* **Texaco Star Theater** Fred Allen and Al Goodman's Orchestra *Comedy Variety*	Sunday 9:30–10:00 p.m. 123 CBS stations 25 CBC stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
UNITED STATES RUBBER CO. *(101st Week on CBS)* **New York Philharmonic-Symphony** *Music*	Sunday 3:00–4:30 p.m. 121 CBS stations ORIGINATES: WABC	Institutional *Campbell-Ewald Co., Inc., Eastern Division*
U. S. TOBACCO COMPANY *(465th Week on CBS)* **Gay Nineties Revue** starring Lillian Leonard, Joe E. Howard, Floradora Girls, Elm City Four, Jenny Lynn *Music*	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 68 CBS stations ORIGINATES: WABC	Dill's Best, Model Smoking Tobacco *Arthur Kudner, Inc.*
R. L. WATKINS CO. *(91st Week on CBS)* **Second Husband** *Serial drama*	Mon., Tues., Wed. 11:15–11:30 a.m. 43 CBS stations ORIGINATES: WABC	Dr. Lyons Toothpowder *Dancer-Fitzgerald-Sample*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE WELCH GRAPE JUICE CO. *(99th Week on CBS)* **The Woman From Nowhere** with Irene Rich *Drama*	Sunday 5:45–6:00 p.m. 67 CBS stations ORIGINATES: KNX	Welch Products *H. W. Kastor & Sons Advertising Co., Inc.*
J. B. WILLIAMS COMPANY *(21st Week on CBS)* **William L. Shirer** *News*	Sunday 7:00–7:15 p.m. 60 CBS stations ORIGINATES: WABC	Williams Shaving Cream *J. Walter Thompson Co.*
WM. WRIGLEY, JR., COMPANY *(619th Week on CBS)* **America in the Air** *Air Corps dramatic series*	Sunday 6:30–7:00 p.m. 124 CBS stations ORIGINATES: WBBM	Doublemint Gum *J. Walter Thompson Co.*
The First Line *Drama*	Thursday 10:00–10:30 p.m. 123 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
American Women *Drama*	Mon. thru Fri. 5:45–6:00 p.m. 123 CBS stations ORIGINATES: WBBM	
CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION *(111th Week on CBS)* **Dave Vaile and the News**	Saturday 8:55–9:00 p.m. PWT ORIGINATES: KNX	California Prunes and Apricots *Long Advertising Service*
COLONIAL DAMES, INC. *(229th Week on CBS)* **+Song of the Week** *Music*	Sunday 8:25–8:30 p.m. PWT ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
CONSOLIDATED ROYAL CHEMICAL CO., INC. *(22nd Week on CBS)* **Ten O'Clock Wire** with Chet Huntley *News*	Saturday 10:00–10:15 p.m. PWT ORIGINATES: KNX	Kranks Shave Cream *Arthur Meyerhoff & Co.*
P. DUFF & SONS, INC. *(31st Week on CBS)* **Galen Drake** *Talks*	Mon., Wed., Fri. 5:00–5:15 p.m. PWT ORIGINATES: KNX	Ready-To-Bake Mixes *W. Earl Bothwell Advertising Agency*

COLUMBIA PACIFIC NETWORK

+*Program or client not listed in Winter Program Book*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL MILLS, INC. *(518th Week on CBS)* **Nelson Pringle** *News*	Mon. thru Fri. 7:45–8:00 a.m. PWT ORIGINATES: KNX	Wheaties *Knox Reeves Advertising, Inc.*
HOFFMAN RADIO CORP. *(7th Week on CBS)* **+Chet Huntley** *News*	Monday 8:55–9:00 p.m. PWT ORIGINATES: KNX	Institutional *Hixson-O'Donnell Advertising, Inc.*
JANTZEN KNITTING MILLS *(4th Week on CBS)* **+Chet Huntley** *News*	Wednesday 8:55–9:00 p.m. PWT ORIGINATES: KNX	Santiseptic After Shave Lotion *Botsford, Constantine & Gardner*
LAMONT, CORLISS & COMPANY *(43rd Week on CBS)* **Eleanore King** *Beauty talks*	Saturday 6:30–6:45 p.m. PWT ORIGINATES: KNX	Pond's Cold Cream *J. Walter Thompson Co.*
LOS ANGELES SOAP COMPANY *(238th Week on CBS)* **Bob Andersen** *News*	Mon. thru Fri. 4:15–4:30 p.m. PWT ORIGINATES: KNX	White King Soap Sierra Pine Soap Scotch Cleanser *Raymond R. Morgan Co.*
MANHATTAN SOAP CO. *(167th Week on CBS)* **Bob Greene** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Sweetheart Soap *Franklin Bruck Advertising Corp.*
THE MENNEN COMPANY *(241st Week on CBS)* **Bob Greene** *News*	Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Talcum Powder, Lather Shave Cream, Brushless Shave *Russel M. Seeds Co., Inc.*
MILES CALIFORNIA COMPANY *(15th Week on CBS)* **Lady of the Press** *Mystery drama*	Mon. thru Fri. 4:00–4:15 p.m. PWT ORIGINATES: KNX	Alka Seltzer and One-A-Day Vitamins *Wade Advertising Agency*
+PACIFIC GREYHOUND LINES, INC. *(2nd Week on CBS)* **+Short Short Stories** with Howard Culver *Dramatic Series*	Friday 9:55–10:00 p.m. PWT ORIGINATES: KNX	Institutional *Beaumont & Hohman, Inc.*

+Program or client not listed in Winter Program Book

	TIME	PRODUCT AND AGENCY
+PACKARD BELL COMPANY *(4th Week on CBS)* **+The Press Club** *Drama*	Friday 8:15–8:30 p.m. PWT ORIGINATES: KNX	Institutional *Barton A. Stebbins*
PETER PAUL, INC. *(185th Week on CBS)* **Truman Bradley** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos *Brisacher & Van Norden, Inc.*
PLANTERS NUT AND CHOCOLATE COMPANY *(183rd Week on CBS)* **Harry W. Flannery** *News*	Tues., Thurs., Sat. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Planters Peanut Oil, Salted Peanuts *Erwin Wasey & Company*
+The Adventures of Bill Lance *Mystery Drama*	Sunday 9:30–10:00 p.m. PWT ORIGINATES: KNX	All Products *Erwin Wasey & Compan*
PLOUGH, INC. *(82nd Week on CBS)* **Don't You Believe It** with Tobe Reed *Drama*	Saturday 9:45–10:00 p.m. PWT ORIGINATES: KNX	St. Joseph's Aspirin, Penetro Products *Lake-Spiro-Shurman, Inc.*
SIGNAL OIL COMPANY *(46th Week on CBS)* **The Whistler** *Mystery drama*	Sunday 4:30–5:00 p.m. PWT ORIGINATES: KNX	All Products *Barton A. Stebbins*
SOCONY VACUUM OIL CO. *(14th Week on CBS)* **The Orson Welles Show** *Comedy variety*	Wednesday 9:30–10:00 p.m. PWT ORIGINATES: KNX	Mobilgas and Mobiloil *Compton Advertising Inc.*
SOIL OFF MANUFACTURING COMPANY *(169th Week on CBS)* **Truman Bradley** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. PWT ORIGINATES: KNX	"Soil Off" for all painted surfaces *Buchanan & Co.*

+Program or client not listed in Winter Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY	
STULTZ SICKLES COMPANY *(5th Week on CBS)* **+Chet Huntley** *News*	Thursday 8:55–9:00 p.m. PWT ORIGINATES: KNX	Welder Supplies *Hixon-O'Donnell Advertising Inc.*	**COLUMBIA PACIFIC NETWORK**
VICK CHEMICAL COMPANY *(144th Week on CBS)* **Dramatic Story** with Frank Martin *Dramatic Narrative*	Tuesday 9:25–9:30 p.m. PWT ORIGINATES: KNX	All Products *Morse International, Inc.*	
WESTERN SUGAR REFINERY *(45th Week on CBS)* **I Was There** *Real life experiences*	Sunday 9:00–9:30 p.m. PWT ORIGINATES: KNX	Sea Island Sugar *J. Walter Thompson Co.*	
BEKINS VAN AND STORAGE CO. *(136th Week on CBS)* **Harry W. Flannery** *News*	Mon., Wed., Fri. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*	**COLUMBIA CALIFORNIA NETWORK**
BEN HUR PRODUCTS, INC. *(52nd Week on CBS)* **Hollywood Showcase** with Hedda Hopper *Variety*	Friday 6:00–6:30 p.m. PWT ORIGINATES: KNX	Ben Hur Coffee *Barton A. Stebbins*	
KAY JEWELRY COMPANY *(52nd Week on CBS)* **Bob Andersen** *News*	Sunday 5:45–5:55 p.m. PWT ORIGINATES: KNX	Jewelry *Garfield & Guild*	
YELLOW CAB CO. *(4th Week on CBS)* **The Story Teller** *Drama*	Saturday 7:45–8:00 p.m. PWT ORIGINATES: KQW	Cab Service *Rhoades & Davis*	

+Program or client not listed in Winter Program Book

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting* and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

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LIGHT MUSIC . . . . . *Page 24*

DRAMATIC SERIES . . . . . *Page 26*

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EDUCATIONAL PROGRAMS . . . . . *Page 27*

RELIGIOUS BROADCASTS . . . . . *Page 29*

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SPECIAL BROADCASTS: FALL-WINTER . . . . . *Page 30*

NEWS

News Broadcasts

8:00–8:15 a.m.
11:00–11:10 p.m.
MONDAY THRU SATURDAY
9:00–9:15 a.m.
SUNDAY THRU SATURDAY
4:00–4:15 p.m.
EACH SATURDAY

Columbia's air reporters—at the fighting fronts, in foreign capitals, in New York and in Washington—cover the war in a regular news pattern, so dovetailed with sponsored news programs as to afford frequent reports throughout the day.

News Summaries

3:15 p.m. and 6:00 p.m.
MONDAY THRU FRIDAY
1:00 a.m.
MONDAY THRU SATURDAY
1:25–1:30 p.m.
4:30–4:35 p.m.
EACH SATURDAY

Edward R. Murrow, Larry Lesueur, Bill Downs, Charles Collingwood, Charles Shaw and Richard Hottelet report from London; Eric Sevareid, Winston Burdett and Farnsworth Fowle from the Mediterranean; Glenn Stadler from Madrid; William J. Dunn from Australia; Webley Edwards from Honolulu; Glen Akins from Chungking; James Fleming from Russia; Howard K. Smith from Berne; George Moorad from Cairo; Hugh Jencks from Buenos Aires; John Adams from Rio de Janeiro; Quincy Howe, Bob Trout, Major George Fielding Eliot, William L. Shirer, John Daly, Everett Holles, Ned Calmer and Doug Edwards from New York; Bill Henry, Don Pryor, Albert Leitch, Robert Lewis, William Costello and Joseph C. Harsch from Washington.

News Analyses

11:10–11:15 p.m. NIGHTLY
William L. Shirer
Bob Trout
Major George Fielding Eliot
Quincy Howe
Everett Holles
6:55 p.m. SATURDAY, Bob Trout
(See also sponsored news programs)

WAR PROGRAMS

Trans-Atlantic Call: People to People

12:30–1:00 p.m.
EACH SUNDAY

Every Sunday the British Broadcasting Corporation and the Columbia Broadcasting System shake hands firmly over the ocean. In this half-hour program, originating in Britain and the United States, the radio audiences are offered an eye-witness glimpse of a locality where the plain people are brought to the microphone. Thus, the audiences of the two nations have learned what people across the ocean talk like, do, and think about the war and the peace.

PROGRAM AND TIME	DESCRIPTION
Calling Pan-America 2:30–3:00 p.m. EACH SATURDAY	CBS draws the Americas closer together with this weekly program short-waved from Latin-American capitals. The series "calls" a different nation to the microphone each Saturday, and presents a vivid radio picture of its life, culture and music. The program is heard throughout the Hemisphere.
Viva America! 11:30–12 midnight EACH THURSDAY	Like *Calling Pan-America,* this sparkling new Latin-American musical review spotlights the music and culture of our Good Neighbor republics. It represents a further step in Columbia's effort to promote inter-American unity. Through the growing North-American interest in Latin-American affairs, an interest fostered largely by radio, New York has already gathered to itself many of the finest Latin-American artists. *Viva America!* is broadcast from New York and heard throughout the Hemisphere.
Victory F.O.B. 3:00–3:30 p.m. EACH SATURDAY	From Detroit, arsenal of America, CBS brings this musical variety show high-lighting the achievements of free enterprise in America. Each week a leader reports on our progress in the production of war materials. Music is supplied by Samuel Benavie's orchestra and the Don Large Chorus.
Youth On Parade 10:00–10:30 a.m. EACH SATURDAY	A fast-paced musical variety show by and for the youth of America. Each week the Junior Workshop players dramatize a scene in the life of a great American. The climax of every program is the presentation of the Youth-On-Parade War-Service Award to a boy, girl, or youth group.
We Deliver the Goods 12:05–12:30 a.m. EACH SUNDAY	This program features the 23-piece Maritime Service Band at Catalina Island, led by Lieutenant Curt Roberts, together with dramatizations of the heroic deeds of United States merchant seamen.

PROGRAM AND TIME	DESCRIPTION	
Visiting Hour 3:30–4:00 p.m. EACH SATURDAY	Guest stars from Hollywood and the world of sports chat informally with soldiers at Army general hospitals throughout the country. The program brings to the American public a fuller understanding of the wounded soldier — his battle experiences, his care and medical treatment, his hopes for the future.	**WAR PROGRAMS**
The Philadelphia Orchestra *Suspended for Summer—* *Will resume in the Fall*	One of the world's greatest symphonic groups, the Philadelphia Orchestra, will resume its brilliant series during the 1944–1945 season. The time will be specified at a later date. Eugene Ormandy, director and conductor of the orchestra, will conduct most of these concerts, and eminent soloists will make regular appearances on the broadcasts. These programs originate from the Academy of Music in Philadelphia.	**SERIOUS MUSIC**
Invitation to Music 11:30–12:00 midnight EACH WEDNESDAY	This weekly half-hour presents distinguished soloists with the Columbia Symphony Orchestra in programs featuring comparatively unfamiliar but nevertheless important works of the great composers. Artists appearing include E. Robert Schmitz, pianist; Herbert Janssen, baritone; Jenny Tourel, mezzo soprano; Elizabeth Rethberg and Eileen Farrell, sopranos; Erich Korngold, composer-conductor. Bernard Herrmann conducts the series.	
E. Power Biggs, Organist 9:15–9:45 a.m. EACH SUNDAY	Playing on the baroque organ in the Germanic Museum at Harvard University — now headquarters for a U.S. Army Chaplains' School — this noted musician broadcasts the world's finest organ music. In a special series of concerts to be given in joint sponsorship with Mrs. Elizabeth Sprague Coolidge, these programs are expanded to include works written for various combinations of instruments with the organ. They feature not only concertos by the classic masters, such as Handel, Mozart, Bach and Purcell, but also compositions by contemporary American composers. Assisting artists will be the Fiedler Sinfonietta and the Stradivarius Quartet.	

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *Continued*	**Eileen Farrell and the Columbia Concert Orchestra** 11:15–11:30 p.m. EACH SUNDAY	This richly talented young soprano, whom Columbia is proud to have discovered, is presented in concert songs, operatic arias and light-opera favorites. She is accompanied by the Columbia Concert Orchestra.
	Salt Lake Tabernacle Choir and Organ 12 noon–12:30 p.m. EACH SUNDAY	This is the oldest consecutively presented public-service series in radio, having celebrated its 772nd network broadcast on April 30, 1944. The Tabernacle Choir is conducted by J. Spencer Cornwall and Richard P. Condie, assistant. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens.
	New Voices in Song 9:45–10:00 a.m. EACH SUNDAY	These programs are designed to offer broadcast opportunities to young American singers whom CBS feels to have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.
LIGHT MUSIC	**Dance Orchestras** VARIOUS HOURS	Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week, CBS audiences can hear: HARRY JAMES — CHARLIE SPIVAK GUY LOMBARDO — TOMMY DORSEY JIMMY DORSEY — DUKE ELLINGTON SHEP FIELDS — HAL McINTYRE FRANKIE MASTERS — GLEN GRAY VAUGHN MONROE — SAMMY KAYE ABE LYMAN — JAN GARBER COUNT BASIE — TONY PASTOR SONNY DUNHAM — ENRIC MADRIGUERA JERRY WALD — FRANKIE CARL JIMMY HILLIARD — GEORGE AULD RAY PEARL — BOYD RAYBURN
	Raymond Scott and His Orchestra 4:45–5:00 p.m. MONDAY THRU FRIDAY	In this program Raymond Scott has an opportunity to display his rare musical talent. He gives new treatment to standard jazz classics and contemporary popular music. *Variety* says of Raymond Scott's orchestra, "Composed of outstanding musicians, its work was electrifying." Dorothy Collins does the singing.

PROGRAM AND TIME	DESCRIPTION
Jack Smith, 3 Sisters and Orchestra 5:30–5:45 p.m. MONDAY, WEDNESDAY, FRIDAY	Jack Smith and the Three Sisters, Margie, Bea and Jerry, all of whom have built an enthusiastic personal following among Columbia's network listeners, fill this new radio series with musical solos and harmonies. Jack Smith is the star as well as the emcee of the program.
Sing Along Club 9:15–9:45 a.m. MONDAY THRU FRIDAY	The Landt Trio entertains and leads its audiences in group singing. Each day a different musical contest concludes the program.
Joan Brooks 11:15–11:30 p.m. MONDAY THRU FRIDAY	This series presents the talented Miss Brooks, former Oklahoma school teacher, now nationally known for her singing of blues, with the accompaniment of Archie Bleyer's Orchestra.
Columbia Presents Perry Como 7:15–7:30 p.m. EACH SUNDAY	Perry Como's rich baritone voice is heard in a group of old and new song favorites. With him are the Bobby Tucker Voices, The Three Sisters, swing vocalists, and Paul Baron's Orchestra.
Jeri Sullavan 6:30–6:45 p.m. MONDAY THRU FRIDAY	The magnetic and lovely Miss Sullavan, with her ever-refreshing delivery of a tune is heard in a program of popular songs. Paul Baron conducts the orchestra.
Burl Ives and The Four Clubmen 5:30–5:45 p.m. EACH TUESDAY AND THURSDAY	Burl Ives, Columbia's guitarist and singer, combines with the Four Clubmen in a new series of programs featuring songs from the rich field of American folk music, including various types of ballads and colorful sea chanties.
Music by Warrington 12:05–12.30 a.m. EACH MONDAY	Composer-conductor John Warrington leads his exceptional orchestra in classical treatments of contemporary popular songs. Marion Mason and Jack Hunter handle the vocals. This distinctly individual program originates at Station WCAU, Philadelphia.
The Clevelandaires 12:05–12:30 a.m. EACH THURSDAY	This is a fast-paced variety program of novelties and popular songs played by Walberg Brown and his orchestra from Station WGAR in Cleveland. Reginald Merridew, male vocalist, and Wayne Mack, master of ceremonies, are also featured.

	PROGRAM AND TIME	DESCRIPTION
LIGHT MUSIC *Continued*	**McCormick, Janette, and Petrillo** 12:05–12:30 a.m. EACH WEDNESDAY	Franklin McCormick, host, and Janette, feminine vocalist, join Cesar Petrillo's Orchestra to give CBS audiences a midnight program of mellow musical entertainment. This trio broadcasts each week from Station WBBM, Chicago.
DRAMATIC SERIES	**Columbia Presents Corwin** 10:00–10:30 p.m. EACH TUESDAY	Norman Corwin—whom *Life* calls "radio's top dramatic genius"—is producer, director, and for the most part, author of these half-hour broadcasts. The series represents a new departure for radio: first, there are utterly no restrictions upon the types of material to be used; second, the half-hour is held exclusively for Corwin creations. The series consists of many diverse and new types of programs: (1) documentary dramas—telling the stories of three cities, three great American writers, and two great rivers; (2) radio cantatas; (3) radio musical comedies; (4) musical satires; (5) dramatic monologues; (6) original plays written by Corwin expressly for such famous actors as Orson Welles, Paul Robeson, Walter Huston, Charles Laughton, and Franchot Tone. The Norman Corwin hour is a true chain of important "first nights" in the theater of radio.
	Mrs. Miniver 11:30–12 midnight EACH FRIDAY	This series picks up the story of the Minivers where the picture left off. It brings them to America, where Mr. Miniver has a job as a consultant for post-war housing. Each episode, complete in itself, follows the lives of this beloved couple in our own land.
	Romance 11:30–12 midnight EACH TUESDAY	This weekly series dramatizes love stories with adult sincerity and simplicity. Original romantic dramas as well as familiar love stories are brought to the microphone, with Frank Gallop as the narrator.
	Casey—Press Photographer 11:30–12 midnight EACH SATURDAY	In episodes of adult realism, metropolitan news photographer Casey unravels complex mysteries and crimes with the aid of his camera. The dialogue is witty and wordly, the situations authentic and vivid.

DRAMATIC SERIES

Now and Forever
3:30–3:45 p.m.
MONDAY THRU FRIDAY

Here is a serial which deals with the emotional development of a mature woman who meets many serious problems in her daily life. It is a real and honest love story.

This Life is Mine
3:45–4:00 p.m.
MONDAY THRU FRIDAY

This serial tells the story of Eden Channing, young small-town school teacher. It dramatizes the eternal conflict between two philosophies of life, the self-serving and the self-sacrificing.

LIGHT ENTERTAINMENT

The Colonel
4:35–5:00 p.m.
EACH SATURDAY

Colonel Lemuel Q. Stoopnagle, master of wacky hilarity, heads this gloom-chasing comedy program, with Eddie Green, Amanda Randolf, and Howard Smith aiding and abetting the goings-on. Archie Bleyer's Orchestra furnishes the music.

Fun with Dunn
5:00–5:30 p.m.
MONDAY THRU FRIDAY

Eddie Dunn steers the festivities for a half-hour of music and laughs. He is supported by Jeff Alexander's Orchestra, by vocalists Vera Holley and Brad Reynolds. Informal interviews with members of the audience and a daily knockout quiz are regular features.

Ted Husing
6:15–6:30 p.m.
EACH THURSDAY

A new series in which Ted Husing, ace CBS sportscaster, reports on sporting events, special sports features, and interviews with outstanding sportsmen, athletes in military service, trainers, and sports writers.

Horse Racing
4:15–4:30 p.m.
EACH SATURDAY

Ted Husing describes the season's outstanding stake races at the Belmont Park, Aqueduct, Empire and Saratoga meetings.

EDUCATIONAL PROGRAMS

CBS ADULT EDUCATION BOARD

CBS Educational Programs are presented by Columbia's Department of Education with the counsel of the CBS Adult Education Board, whose members are:

LYMAN BRYSON, chairman
STRINGFELLOW BARR
WILLIAM BENTON
HARRY WOODBURN CHASE
ROBERT I. GANNON, S.J.
ALVIN S. JOHNSON
HENRY R. LUCE
SPENCER MILLER, JR.
RUTH BRYAN ROHDE
THOMAS V. SMITH
RAY LYMAN WILBUR
JOSEPH H. WILLITS

PROGRAM AND TIME	DESCRIPTION
The American School of the Air 9:15–9:45 a.m. Rebroadcast 3:30–4:00 p.m. MONDAY THRU FRIDAY *Suspended for Summer—Will resume broadcasts October 9, 1944*	Now in its fifteenth year on CBS, this program is broadcast in the United States and Canada. For the duration of the war, the program has been designated the official channel for news, information and instructions by the Office of War Information. MONDAY—Science TUESDAY—Music WEDNESDAY—Geography and History THURSDAY—Literature FRIDAY—Current Events
Invitation to Learning 11:30–12 noon EACH SUNDAY	In this weekly series the world's great books of yesterday and today are informally discussed by leading scholars, critics, and writers.
The People's Platform 6:15–6:45 p.m. EACH SATURDAY	Now in its sixth year on the air, this program stands as one of radio's most interesting innovations in the field of public forums. Four guests and a moderator meet for an informal discussion of current and postwar problems.
Of Men and Books 2:00–2:30 p.m. EACH SATURDAY	Continuing the series in its sixth year on CBS, Professor John T. Frederick of Northwestern University discusses recently published books and interviews their authors.
Columbia's Country Journal 1:30–2:00 p.m. EACH SATURDAY	Charles ("Chuck") Worcester conducts this weekly "radio farm magazine" and portrays the activities, problems, home life and opinions of America's farmers. Weekly news reports from Washington, and from farm regions throughout the country, regular reports from London, monthly dramatizations of farm problems, and the folk ballads of Burl Ives are regular features.
The Garden Gate 9:15–9:45 a.m. EACH SATURDAY	Tom Williams, "the old dirt dobber," horticultural expert of WLAC, Nashville, answers queries on wartime gardening. From Washington "Chuck" Worcester and distinguished guests report on victory gardening progress.

PROGRAM AND TIME	DESCRIPTION	
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	In its thirteenth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths. During the past year many of the services have originated at Army camps and Navy bases, with Chaplains of the uniformed forces officiating.	**RELIGIOUS BROADCASTS**
Wings Over Jordan 10:30–11:00 a.m. EACH SUNDAY	Rev. Glynn T. Settle conducts this program which features the renowned thirty-voice Wings Over Jordan Choir, religious talks, and Negro spirituals.	
The Chapel Singers 10:00–10:15 a.m. EACH MONDAY, WEDNESDAY AND FRIDAY	The fine old familiar hymns of all religious denominations are inspiringly sung by a male quartet. Each broadcast includes a brief reading from the Bible.	
News, News Features and Entertainment Beamed Overseas In: ENGLISH FRENCH ITALIAN GERMAN POLISH SERBO-CROATIAN DUTCH CZECH	News in eight languages, plus more than four hours of entertainment for American troops abroad, is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Short Wave Department. This schedule is continuous, around the clock, for 24 hours a day. Five shows daily are now being retransmitted by Radio Algiers, and one show by Radio Naples, Italy. On December 31, 1943, CBS began operating two new 50,000-watt transmitters to Europe, WOOC and WOOW, making five transmitters beaming programs East. On May 1, 1944, CBS put into service still another 50,000-watt transmitter, WCBN, to both Europe and Latin America.	**SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE EAST** *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCDA, New York* *WOOC, New York* *WOOW, New York* *WCBN, New York*
News, News Features and Entertainment Beamed to The Network of the Americas In: SPANISH PORTUGUESE	From late afternoon till 2:00 a.m. Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News and news features are emphasized on these CBS broadcasts; elaborate musical and dramatic programs round out the entertainment schedule. Many of these programs are rebroadcast locally on standard wave by Columbia's 101 affiliated stations in Latin America.	**SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA** *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCBN, New York*

SPECIAL BROADCASTS: WINTER-SPRING

These special broadcasts, arranged by Columbia's "Talks" Department, are scheduled on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of exclusive CBS programs, not included in the previous issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

JANUARY 26: ELY CULBERTSON, author of the Culbertson Peace Plan, discussed "Is Overpopulation A Threat To Permanent Peace?" at the annual dinner of the Planned Parenthood Federation of America: 6:30-6:45 p.m.

JANUARY 31: MRS. HENRY MORGENTHAU, JR. expressed her appreciation to American women for their participation in the Fourth War Loan Drive: 3:45-4:00 p.m.

FEBRUARY 1: Senator JOSEPH H. BALL of Minnesota spoke from Washington D.C., on "A Man Who Can Do The Job": 10:30-10:45 p.m.

FEBRUARY 5: "Subsidies and the High Cost of Living" was discussed by Representative JAMES A. WRIGHT of Pennsylvania: 10:45-11:00 p.m.

FEBRUARY 6: From New York, NORMAN THOMAS, Head of the Socialist Party in the United States, analyzed "What Is Right And What Is Wrong About The President's Policy For Peace": 1:45-2:00 p.m.

FEBRUARY 8: Senator HARLEY M. KILGORE of West Virginia spoke from Washington, D.C., on "The Need For A Federal Ballot For Soldiers": 10:30-10:45 p.m.

FEBRUARY 11: At a Lincoln Day Dinner, WENDELL L. WILLKIE, 1940 Republican Presidential Nominee, spoke from Tacoma, Washington: 11:30-12:00 Midnight.

FEBRUARY 13: The "Aircraft Labor Situation" was described by JOSEPH KEENAN, Vice-Chairman of the War Production Board, speaking from Washington, D.C.: 1:45-2:00 p.m.

FEBRUARY 15: From Washington, D.C., Representative GERALD W. LANDIS of Indiana contended that "Postwar Planning Begins at Home": 10:30-10:45 p.m.

FEBRUARY 18: Texas Representative, EUGENE WORLEY, spoke on "The Soldier Vote — pro Federal Ballot" from Washington, D.C.: 11:15-11:30 p.m.

FEBRUARY 19: "Tangled Taxes", an analysis of the tax situation, was made by Representative HAROLD KNUTSON of Minnesota, from Washington, D.C.: 10:45-11:00 p.m.

FEBRUARY 22: From Washington, D.C., Senator ROBERT R. REYNOLDS of North Carolina discussed "Emergency Relief For the United Nations": 10:30-10:45 p.m.

FEBRUARY 26: Under the auspices of the Socialist Labor Party, ERIC HAAS, Editor of the party's official organ, "Weekly People," spoke from New York on the topic, "National Service Means Industrial Slavery": 10:45-11:00 p.m.

FEBRUARY 27: In connection with International Day of the International Federation of Business and Professional Women's Clubs, MARGARET A. HICKEY, Chairman of the Women's Policy Committee of the War Manpower Commission, and First Vice President of

the National Federation of Business and Professional Women's Clubs, discussed "The Role of Women in Post-War Rehabilitation": 1:45-2:00 p.m.

FEBRUARY 29: "The Army Medical Corps and the Red Cross Work Hand In Hand" was the topic discussed by Major General NORMAN T. KIRK, Surgeon General of the U.S. Army, in connection with the opening of the 1944 Red Cross War Fund Drive: 10:30-10:45 p.m.

MARCH 4: Brigadier General FRANK T. HINES, Administrator of Veteran's Affairs and newly-appointed Director of the Office of Retraining and Reemployment for Demobilization, spoke from Washington, D.C., on "Postwar Adjustment Policies": 10:45-11:00 p.m.

MARCH 11: Governor BOURKE B. HICKENLOOPER discussed "Agriculture – 1944" from Des Moines, Iowa: 10:45-11:00 p.m.

MARCH 12: Under the auspices of the National Society for Crippled Children, Inc., PAUL V. MCNUTT, Federal Security Administrator and War Manpower Commissioner, summarized from Washington, D.C., "The Work Of Public And Private Agencies For Health And Welfare In A Democracy At War": 1:45-2:00 p.m.

MARCH 14: "Is the Republican Party the Party of Inflation?" was the point of issue discussed by Representative WRIGHT PATMAN of Texas from Washington, D.C.: 10:30-10:45 p.m.

MARCH 21: In reply to Representative WRIGHT PATMAN's inquiry of March 14, Republican Representative JESSE P. WOLCOTT of Michigan maintained that, "The Republican Party Is Not The Party Of Inflation": 10:30-10:45 p.m.

MARCH 25: From Washington, D.C., Representative CHARLES A. HALLECK of Indiana defined "Grade Labelling": 10:45-11:00 p.m.

MARCH 28: "The American Legion G.I. Bill of Rights" was discussed by Senator BENNETT CHAMP CLARK from St. Louis, Missouri: 10:30-10:45 p.m.

APRIL 1: Representative and House Majority Leader JOHN W. MCCORMACK discussed "Inflation" from Boston, Massachusetts: 10:45-11:00 p.m.

APRIL 2: Former Greek Minister of Information, ANDRE MICHALOPOULOS, set forth the problems and influence of the "Greek Underground" from New York: 1:45-2:00 p.m.

APRIL 4: Major General LEWIS B. HERSHEY, Director of the Selective Service System, analyzed the entire manpower situation, with emphasis on Selective Service: 10:30-10:45 p.m.

APRIL 8: RAJARAM RANJI BHOLE, youngest member of the Bombay Legislative Assembly discussed "India's Present And Future Part In The War Against Japan" from New York: 10:45-11:00 p.m.

APRIL 9: Member of the International Committee of Y.M.C.A., HARVEY FIRESTONE, JR., described the plans of the "Y.M.C.A. In The Postwar World" from Miami, Florida: 1:45-2:00 p.m.

APRIL 9: Secretary of State CORDELL HULL, speaking from Washington, D.C., revealed the current status of United States foreign policy in a broadcast entitled "American Foreign Policy and How It Operates": 6:30-7:15 p.m.

APRIL 11: "Necessary Revisions Of The O.P.A." were specified by Representatives BROOKS HAYS of Arkansas, and LAVERNE R. DILWEG of Wisconsin: 10:30-10:45 p.m.

APRIL 14: Governor THOMAS E. DEWEY of New York reported on the recently adjourned session of the New York Legislature: 11:05-11:30 p.m.

APRIL 16: Dr. FRANK E. ADAIR, Vice President of the American Society for the Control of Cancer, and Chairman of the Cancer Committee of the American College of Surgeons, spoke in connection with Cancer Control Month: 1:45-2:00 p.m.

APRIL 17: MABEL THORP BOARDMAN, Secretary of the American Red Cross, spoke on "D.A.R. Goes To War" from Washington, D.C.: 4:45-5:00 p.m.

CBS PROGRAM BOOK SUPPLEMENT • JUNE 1

NEW CBS SPONSORED PROGRAMS

ARMOUR & COMPANY **Dateline** *Dramatic* *Starts June 12*	Monday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 135 CBS stations ORIGINATES: WABC	Meat Products *Foote, Cone & Belding*
GENERAL MILLS *(523rd Week on CBS)* **Light of the World** *Serial Drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *11:30–11:45 a.m.* 43 CBS stations ORIGINATES: WABC	General Mills Kitchen Tested Flour *Dancer-Fitzgerald-Sample*
SCHENLEY IMPORT CORP. *(60th Week on CBS)* **The Doctor Fights** with Raymond Massey *Drama* *Starts June 6*	Tuesday 9:30–10:00 p.m. 121 CBS stations ORIGINATES: KNX	Penicillin *The Biow Company*

NEW CBS PACIFIC NETWORK PROGRAMS

"42" PRODUCTS, INC. **This Is My Story** *Dramatic*	Saturday 6:00–6:30 p.m. PWT ORIGINATES: KNX	Hair Oil *Hillman-Shane-Breyer, Inc.*
HUNT BROTHERS PACKING COMPANY *(15th Week on CBS)* **Galen Drake** *Talks* **William Winter** *News Analyst*	Tues., Thurs. 5:00–5:15 p.m. PWT ORIGINATES: KNX Sunday 5:30–5:45 p.m. PWT ORIGINATES: KQW	Tomato Sauce *Garfield & Guild*

CBS PROGRAM BOOK SUPPLEMENT · JULY 1

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NEW CBS SYNDICATED PROGRAMS

COLGATE-PALMOLIVE-PEET CO. *(442nd Week on CBS)* **Colgate Theatre of Romance** *Drama*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12:00–12:25 a.m.* 121 CBS stations ORIGINATES: KNX	Tooth Powder *Sherman & Marquette, Inc.*
CUDAHY PACKING COMPANY *(377th Week on CBS)* *Dramatic serial* *Starts July 17*	Mon. thru Fri. 3:15–3:30 p.m. 29 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser *Grant Advertising, Inc.*
GILLETTE SAFETY RAZOR CO. **All Star Baseball Game** *July 11, 1944 only*	Tuesday 8:55 p.m. 121 CBS stations ORIGINATES: PITTSBURGH	Shaving Cream Safety Razor Blades *Maxon, Inc.*
VICK CHEMICAL COMPANY *(154th Week on CBS)*	Sunday 2:00–2:30 p.m. 122 CBS stations ORIGINATES: WABC	All Products *Morse International, Inc.*

NEW CBS PACIFIC NETWORK PROGRAMS

VICK CHEMICAL COMPANY *(154th Week on CBS)* **Dr. Wallace Sterling** *News* *Starts July 12*	Wed., Thurs. 8:55–9:00 p.m. PWT ORIGINATES: KNX	All Products *Morse International, Inc.*
WASHINGTON COOPERATIVE EGG & POULTRY ASSN. *(13th Week on CBS)* **Dr. Wallace Sterling** *News Analysis*	Saturday 7:45–8:00 a.m. PWT ORIGINATES: KNX	All Products *Pacific National Advertising Agency*

Page 4	**AMERICAN TOBACCO COMPANY**	Change program origination to WABC and KNX.
Page 4	**ANACIN COMPANY**	Effective June 5—Change origination of "The Romance of Helen Trent" to WABC.
Page 4	**ANCHOR-HOCKING GLASS CORP.**	Effective June 11—Change time to Sunday 7:00–7:30 p.m. Last Saturday broadcast is June 3.
Page 5	**P. BALLANTINE & SONS**	Change listing to "Showtime".
Page 6	**CHEMICALS, INC.**	Cancel series.
Page 6	**COCA-COLA COMPANY**	Change listing to "Pause That Refreshes On the Air" with Percy Faith's Orchestra and Eleanor Steber.
Page 7	**CUDAHY PACKING COMPANY**	Effective June 16—Cancel series.
Page 8	**EVERSHARP, INC.**	Effective June 11—Change origination to WABC.
Page 8	**GENERAL FOODS CORPORATION**	Effective June 5—Change product on "Kate Smith Speaks" to Sanka and Sure-Jell.
Page 9	**GENERAL MILLS, INC.**	Effective June 5—Cancel "Kitty Foyle" series. Effective June 5—Change product on "Valiant Lady" to Cheerie Oats, and agency to Dancer-Fitzgerald-Sample.
Page 10	**LEVER BROTHERS COMPANY**	Change origination of "The Frank Sinatra Show" to KNX.
Page 11	**THE MENNEN COMPANY**	Effective June 5—Cancel series.
Page 12	**C. F. MUELLER COMPANY**	Cancel series.
Page 14	**PRUDENTIAL INSURANCE COMPANY OF AMERICA**	Eileen Farrell replaces Gladys Swarthout for summer series.

Page 4	**AMERICAN OIL COMPANY**	Change time of "Edward R. Murrow" to Sunday 1:45–2:00 p.m.
Page 4	**ANACIN COMPANY**	Change product on "The Romance of Helen Trent" to Benefax and Kolynos Toothpaste.
Page 4	**ANCHOR-HOCKING GLASS CORP.**	Effective July 6—Change time to Thursday 9:30–10:00 p.m.
Page 8	**GENERAL FOODS CORPORATION**	Cancel "The Adventures of the Thin Man" series.
Page 9		Cancel "The Dinah Shore Program".
June Supplement (See last page)		Change listing to "Maxwell House Iced Coffee Time". Program will originate at KNX.
Page 9	**GULF OIL CORPORATION**	Change time to Sunday 10:30–11:00 p.m.
Page 12	**OWENS-ILLINOIS GLASS CO.**	Ronald Graham replaces Alfred Drake.
Page 12	**PABST SALES CO.**	Kenny Baker replaces Groucho Marx.
Page 13	**THE PROCTER & GAMBLE CO.**	Change product on "Perry Mason" program to Camay.
Page 14	**R. J. REYNOLDS TOBACCO COMPANY**	"Thanks to the Yanks" replaces "Blondie" Monday 7:30–8:00 p.m.
Page 14	**SERVEL, INC.**	Change origination to KNX and WABC.
June Supplement (See first page)	**SCHENLEY IMPORT CORP.**	Change origination to WABC.
Page 15	**STANDARD BRANDS, INC.**	Change listing of "The Open Door" to "This Changing World".
Page 15	**THE TEXAS COMPANY**	Change listing to "Texaco Star Theatre" with James Melton. Change origination to KNX.
June Supplement (See last page)	**WM. WRIGLEY, JR., COMPANY**	List program as "Service to the Front"; product, chewing gum; origination, WBBM, and agency, Arthur Meyerhoff & Co.

MONTHLY CORRECTIONS — CBS SPONSORED PROGRAMS (continued)		
Page 14	**SCHENLEY IMPORT CORP.**	Effective June 6—Cancel program.
Page 16	**THE WELCH GRAPE JUICE CO.**	Cancel series.
Page 16	**J. B. WILLIAMS COMPANY**	Effective June 4—Change time to Sunday 5:45–6:00 p.m., and number of stations to 135.
Page 16	**WM. WRIGLEY, JR., COMPANY**	Cancel "American Women" series after broadcast of June 16.
MONTHLY CORRECTIONS — CBS PACIFIC NETWORK PROGRAMS		
Page 16	**CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION**	List product as Sunsweet Prunes and Apricots.
Page 16	**CONSOLIDATED ROYAL CHEMICAL CO., INC.**	Cancel series.
Page 17	**GENERAL MILLS, INC.**	Change origination to KQW.
Page 17	**HOFFMAN RADIO CORP.**	Dr. Wallace Sterling replaces Chet Huntley.
Page 17	**JANTZEN KNITTING MILLS**	Dr. Wallace Sterling replaces Chet Huntley.
Page 17	**MANHATTAN SOAP CO.**	Change listing to "Bill Haworth and the News."
Page 17	**THE MENNEN COMPANY**	Change listing to "Bill Haworth and the News."
Page 18	**SOIL OFF MANUFACTURING COMPANY**	Change agency to Western Advertising Agency.
Page 19	**STULTZ SICKLES COMPANY**	Dr. Wallace Sterling replaces Chet Huntley.
Page 19	**VICK CHEMICAL COMPANY**	Change listing to "Short Short Stories."

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS		
Page 17	**JANTZEN KNITTING MILLS**	Cancel series.
Page 17	**LAMONT, CORLISS & COMPANY**	Cancel series.
Page 17	**PACIFIC GREYHOUND LINES, INC.**	Change program listing to "Stories of the West".
Page 18	**SIGNAL OIL COMPANY**	Change time to Sunday 7:30–8:00 p.m. PWT.
Page 19	**STULTZ SICKLES COMPANY**	Cancel series.
MONTHLY CORRECTIONS - FBS CALIFORNIA NETWORK PROGRAMS		
Page 19	**KAY JEWELRY COMPANY**	Cancel series.
SUMMER REPLACEMENTS		
Page 7	**ELECTRIC COMPANIES ADVERTISING PROGRAM** **Report to the Nation** *Summer hiatus:* *July 26–September 13*	Replaced by a sustaining program to be announced later.
Page 10	**LEVER BROTHERS COMPANY** **Lux Radio Theater** *Summer hiatus:* *July 10–August 28*	Replaced by: **NOXZEMA CHEMICAL CO.** **Mayor of the Town** *Monday 9:00–9:30 p.m.* **LOCKHEED AIRCRAFT CORP.** *Monday 9:30–10:00 p.m.*
	The Frank Sinatra Show *Summer hiatus:* *June 21–August 9*	**CAMPBELL SOUP COMPANY** **The Jack Carson Show** *Wednesday 9:00–9:30 p.m.*

Page 8	**GENERAL FOODS CORPORATION** **Kate Smith Hour** *Summer hiatus:* *June 16—September 15*	Replaced by: (1) Effective June 16—Maxwell House Program with Cass Daley and Charlie Ruggles. Friday, 8:00–8:30 p.m. Rebroadcast 12:00 mid.–12:30 a.m. (2) Effective June 23—Wm. Wrigley, Jr., Company program. Friday, 8:30–8:55 p.m. Rebroadcast 12:30–12:55 a.m.
Page 10	**LEVER BROTHERS** **Burns and Allen** *Summer hiatus:* *June 20—August 15*	Replaced by a sustaining program to be announced later.
	The Frank Sinatra Show *Summer hiatus:* *June 21—August 16*	Replaced by a sustaining program to be announced later.

CBS Program Book
Supplement for June
to be tipped in here

CBS Program Book
Supplement for July
to be tipped in here

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CBS PROGRAM BOOK · SPRING, 194

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From CBS: Via its international short wave transmitters, daily programs were beamed in 1943 to listeners in Europe, Africa, the Near E and Latin America. As indicated by the arrows, tw separate services were operated—one for overs transmissions toward the east, the other to th south. The principal languages employed and th areas at which they were beamed are also sho

CBS PROGRAM BOOK · AUTUMN, 1944

HOW MANY of these brilliant CBS headline programs can you spot from these miniatures? (The answers are all printed in order on the inside covers, front and back.)

KEY TO FRONT COVER (same sequence as cover)

KATE SMITH Kate Smith Hour Starts Sept. 17 Sun. 7 pm EWT	FANNY BRICE Maxwell House Coffee Time Starts Sept. 17 Sun. 6:30 pm EWT	CECIL B. de MILLE Lux Radio Theater Starts Sept. 4 Mon. 9 pm EWT	DICKIE JONES The Aldrich Family Starts Sept. 1 Fri. 8 pm EWT	BURNS AND ALLE Starts Aug. 15 Tues. 9 pm EWT
DURANTE — MOORE Moore and Durante Show Fri. 10 pm EWT	ARTUR RODZINSKI N.Y. Phil. Symphony Orch. Sun. 3 pm EWT	PENNY SINGLETON Blondie Starts Aug. 13 Sun. 8 pm EWT	CLAUDIA MORGAN Adventures of the Thin Man Starts Sept. 15 Fri. 8:30 pm EWT	FRANK SINATRA The Frank Sinatra Sh Starts Aug. 9 Wed. 9 pm EWT
JOAN EDWARDS Your Hit Parade Sat. 9 pm EWT	JAMES MELTON Texaco Star Theater Sun. 9:30 pm EWT	PHIL BAKER Take It Or Leave It Sun. 10 pm EWT	CONRAD NAGEL Radio Reader's Digest Sun. 9 pm EWT	EVERETT SLOANE Crime Doctor Sun. 8:30 pm EWT
JACK SMITH Prudential Family Hour Sun. 5 pm EWT	ELEANOR STEBER Pause That Refreshes On The Air Sun. 4:30 pm EWT	MILO BOULTON We, The People Sun. 10:30 pm EWT	OZZIE NELSON — HARRIETT HILLIARD Adventures of Ozzie and Harriett Starts Oct. 8 Sun. 6 pm EWT	BOB HAWK Thanks To The Yank Mon. 7:30 pm EWT
JOHNSON AND HULL Vox Pop Mon. 9 pm EWT	ARNOLD MOSS Theatre of Romance Tues. 8:30 pm EWT	PAUL WHITE The World Today Mon. thru Sat. 6:45 pm EWT	NELSON EDDY Starts Sept. 20 Wed. 10:30 pm EWT	TOM HOWARD It Pays To Be Ignora Fri. 9 pm EWT
BERT LYTELL Stage Door Canteen Fri. 10:30 pm EWT	Suspense Thurs. 8 pm EWT	JAY NOVELLO and BARTON YARBOROUGH I Love A Mystery Mon. thru Fri. 7 pm EWT	Screen Guild Players Mon. 10 pm EWT	KENNY BAKER Blue Ribbon Town Sat. 8 pm EWT
JOHN NESBITT Passing Parade Tues., Wed., Thurs. 7:15 pm EWT	LIONEL BARRYMORE Mayor Of The Town Sat. 7 pm EWT	JEAN HERSHOLT Dr. Christian Wed. 8:30 pm EWT	This page is the key to the miniatures on the front cover — CBS evening and Sunday pm programs.	

AUTUMN, 1944

THE COLUMBIA PROGRAM BOOK

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August 1, 1944

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ADMIRAL CORPORATION *(95th Week on CBS)* **World News Today** *News*	Sunday 2:30–2:55 p.m. 43 CBS stations ORIGINATES: WABC	Admiral Radio Institutional *Cruttenden & Eger*
ALLEGHENY-LUDLUM STEEL CORPORATION *(43rd Week on CBS)* **Mother and Dad** *Music*	Saturday 5:30–6:00 p.m. 40 CBS stations ORIGINATES: WABC	Institutional *Walker & Downing*
AMERICAN OIL COMPANY *(251st Week on CBS)* **CBS World News** *News*	Thursday 6:00–6:15 p.m. 55 CBS stations ORIGINATES: WABC	Amoco-Gas, American Gas and Services *Joseph Katz Company*
Edward R. Murrow *News*	Sunday 1:45–2:00 p.m. 61 CBS stations ORIGINATES: BBC, LONDON	
AMERICAN TOBACCO COMPANY *(430th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Frank Sinatra, Joan Edwards. The Hit Paraders *Music*	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 139 CBS stations ORIGINATES: KNX AND WABC	Lucky Strike Cigarettes *Foote, Cone & Belding*
ANACIN COMPANY *(391st Week on CBS)* **Our Gal, Sunday** *Serial drama*	Mon. thru Fri. 12:45–1:00 p.m. 131 CBS stations ORIGINATES: WABC	Anacin *Dancer-Fitzgerald-Sample*
Easy Aces *Serial comedy-drama*	Wednesday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin, Kolynos Toothpast
Friday on Broadway *Music*	Friday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin, Bi-so-dol Mints
ANCHOR-HOCKING GLASS CORP. *(30th Week on CBS)* **Corliss Archer** *Dramatic series*	Thursday 9:30–10:00 p.m. 121 CBS stations ORIGINATES: KNX	Institutional *William H. Weintraub & Co., Inc.*

ARMOUR & COMPANY *(60th Week on CBS)* ***Dateline** *Drama*	Monday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 140 CBS stations ORIGINATES: WABC	Meat Products *Foote, Cone & Belding*
ARMSTRONG CORK COMPANY *(147th Week on CBS)* **Armstrong's Theater of Today** *Drama*	Saturday 12 noon–12:30 p.m. 134 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rugs *Batten, Barton, Durstine & Osborn, Inc.*
P. BALLANTINE & SONS *(73rd Week on CBS)* **The Johnny Morgan Show** *Variety*	Monday 10:30–11:00 p.m. 43 CBS stations ORIGINATES: WABC	Ballantine Beer & Ale *J. Walter Thompson Co.*
BALLARD & BALLARD CO. *(78th Week on CBS)* **Renfro Valley Folks** *Serial drama*	Wed., Thurs., Fri., Sat. 8:15–8:30 a.m. Sunday 9:15–9:45 a.m. 27 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*
BAYER COMPANY *(461st Week on CBS)* **American Melody Hour** with Eileen Farrell, Bob Hannon, Evelyn MacGregor, orchestra and chorus *Music*	Tuesday 7:30–8:00 p.m. 121 CBS stations ORIGINATES: WABC	Bayer Aspirin *Dancer-Fitzgerald-Sample*
BOURJOIS, INC. *(263rd Week on CBS)* **Here's to Romance** Larry Douglas, Jim Ameche and the Ray Bloch Orchestra *Variety*	Thursday 10:30–11:00 p.m. 122 CBS stations ORIGINATES: WABC	Evening in Paris Face Powder *Foote, Cone & Belding*
BOWEY'S, INC. *(270th Week on CBS)* **Stars Over Hollywood** Original drama with Art Gilmore and guest stars	Saturday 12:30–1:00 p.m. 49 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*

**Program or client not listed in Spring Program Book*

CAMPBELL SOUP COMPANY *(503rd Week on CBS)* **The Jack Carson Show** with Freddie Martin's orchestra *Variety*	Wednesday 9:00–9:30 p.m. 121 CBS stations ORIGINATES: KNX	Campbell's Soups *Foote, Cone & Belding*
Radio Reader's Digest with Conrad Nagel, Don Bryan's orchestra, and guest stars *Drama*	Sunday 9:00–9:30 p.m. 122 CBS stations ORIGINATES: WABC	*Ward Wheelock Company*
CELANESE CORPORATION OF AMERICA *(134th Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Music*	Wednesday 10:00–10:30 p.m. 137 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc*
CENTAUR DIVISION, STERLING DRUG, INC. *(257th Week on CBS)* **Big Town** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast 11:30–12 mid.* 123 CBS stations 26 CBC stations ORIGINATES: WABC	Ironized Yeast *Pedlar, Ryan & Lusk, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(299th Week on CBS)* **Dr. Christian** with Jean Hersholt *Drama*	Wednesday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 132 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*
CHRYSLER CORPORATION *(438th Week on CBS)* **Major Bowes' Amateurs** *Variety*	Thursday 9:00–9:30 p.m. 131 CBS stations ORIGINATES: WABC	Institutional *Ruthrauff & Ryan, Inc.*
COCA-COLA COMPANY *(258th Week on CBS)* **Pause That Refreshes On the Air** with Percy Faith's Orchestra and Eleanor Steber *Music*	Sunday 4:30–5:00 p.m. 137 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*

OLGATE-PALMOLIVE-PEET OMPANY *446th Week on CBS)* **+Colgate Theatre of Romance** *Drama*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12 mid.–12:25 a.m.* 123 CBS stations ORIGINATES: KNX	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Inner Sanctum *Mystery drama*	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 123 CBS stations ORIGINATES: WABC	Palmolive Shave Cream *Ted Bates, Inc.*
ONTINENTAL BAKING CO., INC. *499th Week on CBS)* **Bachelor's Children** *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 47 CBS stations ORIGINATES: WBBM	Wonder Bread, Hostess Cake *Ted Bates, Inc.*
ORN PRODUCTS REFINING CO. *408th Week on CBS)* **Stage Door Canteen** *Variety*	Friday 10:30–11:00 p.m. 56 CBS stations ORIGINATES: WABC	All Products *C. L. Miller Company*
REAM OF WHEAT CORP. *208th Week on CBS)* **Let's Pretend** *Drama*	Saturday 11:05–11:30 a.m. 122 CBS stations ORIGINATES: WABC	Cream of Wheat Cereal *Batten, Barton Durstine & Osborn, Inc.*
UDAHY PACKING COMPANY *(381st Week on CBS)* *Dramatic serial* *Starts August 7*	Mon. thru Fri. 3:15–3:30 p.m. 29 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser *Grant Advertising, Inc.*
URTISS CANDY COMPANY *(200th Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 137 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
ELECTRIC COMPANIES ADVERTISING PROGRAM *(53rd Week on CBS)* *Summer Hiatus July 26-Sept. 13*	Wednesday 10:30–11:00 p.m. 133 CBS stations ORIGINATES: WABC	Institutional *N. W. Ayer & Son, Inc.*

+Program or client not listed in Spring Program Book

EMERSON DRUG COMPANY *(221st Week on CBS)* **Vox Pop** with Parks Johnson and Warren Hull *Interview quiz*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 126 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, In*
ENGLANDER COMPANY *(20th Week on CBS)* **We Who Dream** *Drama*	Friday 7:15–7:30 p.m. 43 CBS stations ORIGINATES: WABC	Springs and Mattresses *The Biow Company*
EVERSHARP, INC. *(252nd Week on CBS)* **Take It or Leave It** with Phil Baker and Jacques Renard's Orchestra *Quiz*	Sunday 10:00–10:30 p.m. 123 CBS stations ORIGINATES: WABC	Eversharp Pens and Penc *The Biow Company*
GENERAL ELECTRIC *(126th Week on CBS)* **The World Today** *News*	Mon. thru Sat. 6:45–6:55 p.m. 122 CBS stations ORIGINATES: WABC AND REMOTE	Institutional *Maxon, Inc.*
GENERAL FOODS CORPORATION *(483rd Week on CBS)* **Kate Smith Hour** with Kate Smith, Ted Collins, Jack Miller's Orchestra and guest stars *Variety* *Summer Hiatus June 16-Sept. 8*	Friday 8:00–8:55 p.m. *Rebroadcast* *12 mid.–12:55 a.m.* 123 CBS stations ORIGINATES: WABC	Jell-O Jell-O Puddings, Sanka *Young & Rubicam, In*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. 116 CBS stations ORIGINATES: WABC	Sanka, Sure-Jell *Young & Rubicam, In*
Joyce Jordan, M.D. *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 122 CBS stations ORIGINATES: WABC	La France, Satina, Postun Post's Raisin Bran *Young & Rubicam, In*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 122 CBS stations ORIGINATES: WABC	Post's 40% Bran Flakes *Benton & Bowles, Inc.*

Portia Faces Life *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 122 CBS stations ORIGINATES: WABC	Grape Nuts Flakes. Wheatmeal *Young & Rubicam, Inc.*
†Maxwell House Iced Coffee Time with Charles Ruggles and Cass Daley *Variety*	Friday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 123 CBS stations ORIGINATESS WABC	Maxwell House Coffee *Benton & Bowles, Inc.*
GENERAL MILLS, INC. *(531st Week on CBS)*		
†Light of the World *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *11:30–11:45 a.m.* 45 CBS stations ORIGINATES: WABC	General Mills Kitchen Tested Flour *Dancer-Fitzgerald-Sample*
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *11:15–11:30 a.m.* 45 CBS stations ORIGINATES: WABC	Cheerioats *Dancer-Fitzgerald-Sample*
B. F. GOODRICH CO. *(72nd Week on CBS)*		
Meaning of the News with Joseph C. Harsch *News*	Mon. thru Fri. 6:55–7:00 p.m. 128 CBS stations ORIGINATES: WTOP AND WABC	Institutional *Batten, Barton, Durstine & Osborn, Inc.*
GULF OIL CORPORATION *(546th Week on CBS)*		
We, the People, at War with Milo Boulton and Oscar Bradley's orchestra *Real life experiences*	Sunday 10:30–11:00 p.m. 96 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*
THE HUDSON COAL COMPANY *(45th Week on CBS)*		
CBS News of the World *News*	Sunday 9:00–9:15 a.m. 21 CBS stations ORIGINATES: WABC	Delaware and Hudson Coal *The Clements Company, Inc.*
INTERNATIONAL SILVER COMPANY *(335th Week on CBS)*		
Silver Theater *Drama*	Sunday 6:00–6:30 p.m. 63 CBS stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*

†Program or client not listed in Spring Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
JOHNS-MANVILLE CORPORATION *(156th Week on CBS)* **Bill Henry** *News*	Mon. thru Fri. 8:55–9:00 p.m. 62 CBS stations ORIGINATES: WABC AND WTOP	Insulation *J. Walter Thompson Co*
JOHNSON & JOHNSON *(173rd Week on CBS)* **Edwin C. Hill** The Human Side of the News	Tuesday 6:15–6:30 p.m. *Rebroadcast* *12:30–12:45 a.m.* 139 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(599th Week on CBS)* **Mr. Keen, Tracer of Lost Persons** *Mystery drama*	Thursday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WABC	Kolynos Toothpaste and Anacin *Dancer-Fitzgerald-Sample*
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 132 CBS stations ORIGINATES: WABC	Kolynos Tooth Paste and Tooth Powder, Bisodol Powder
LADY ESTHER, LTD. *(555th Week on CBS)* **Screen Guild Players** *Drama*	Monday 10:00–10:30 p.m. 123 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *The Biow Company*
LEVER BROTHERS COMPANY *(469th Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen and Lou Silvers' Orchestra *Drama* *Summer Hiatus July 10-Aug. 28*	Monday 9:00–10:00 p.m. 136 CBS stations 26 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Co*
Burns and Allen with Felix Mills' Orchestra *Comedy—Variety* *Summer Hiatus June 20-August 8*	Tuesday 9:00–9:30 p.m. 130 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc.*
The Frank Sinatra Show *Variety* *Summer Hiatus June 21-August 9*	Wednesday 9:00–9:30 p.m. 132 CBS stations ORIGINATES: KNX	Vimms *J. Walter Thompson Co*

[illegible] PROGRAM	TIME	PRODUCT AND AGENCY
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12 noon 78 CBS stations 31 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 139 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *3:30–3:45 p.m.* 138 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
LEWIS-HOWE COMPANY *(112th Week on CBS)* **Correction, Please** with J. C. Flippen and Jack Shilkret's Orchestra *Quiz*	Saturday 10:15–10:45 p.m. 53 CBS stations ORIGINATES: WABC	Tums *Roche, Williams & Cleary, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(613th Week on CBS)* **John Nesbitt** Passing Parade *Teller of True Tales*	Tues., Wed., Thurs. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 126 CBS stations ORIGINATES: KNX	Chesterfield Cigarettes *Newell-Emmett Co.*
+LOCKHEED AIRCRAFT CORP. *(81st Week on CBS)* **+A Man Named "X"** *Drama*	Monday 9:30–10:00 p.m. 72 CBS stations ORIGINATES: KNX	Institutional *Foote Cone & Belding*
P. LORILLARD COMPANY *(344th Week on CBS)* **Allan Jones** with Woody Herman's Orchestra *Variety*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 122 CBS stations ORIGINATES: WABC	Old Gold Cigarettes *J. Walter Thompson Co.*
MINNEAPOLIS-HONEYWELL REGULATOR CO. *(60th Week on CBS)* **Blue Jacket Choir** with Danny O'Neil *Music*	Sunday 11:05–11:30 a.m. 122 CBS stations ORIGINATES: GREAT LAKES NAVAL TRAINING STATION	Institutional *Addison Lewis & Associates*

+Program or client not listed in Spring Program Book

NOXZEMA CHEMICAL CO. *(100th Week on CBS)* **Mayor of the Town** with Lionel Barrymore *Drama*	Monday 9:00–9:30 p.m. 57 CBS stations ORIGINATES: KNX	All Products *Ruthrauff & Ryan, Inc.*
PABST SALES CO. *(70th Week on CBS)* **Blue Ribbon Town** with Kenny Baker and Robert Armbruster's Orchestra *Comedy variety*	Saturday 8:00–8:30 p.m. 129 CBS stations ORIGINATES: KNX	Pabst Blue Ribbon Beer *Warwick & Legler, Inc.*
PACIFIC COAST BORAX CO. *(160th Week on CBS)* **Death Valley Days** *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 63 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo, 20 Mule Team Borax Soap Chips *McCann-Erickson, Inc.*
THE PARKER PEN CO. *(109th Week on CBS)* **Ned Calmer and the News**	Sat., Sun. 8:55–9:00 p.m. 132 CBS stations ORIGINATES: WABC	Quink *J. Walter Thompson Co.*
PET MILK SALES CORPORATION *(558th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus *Music*	Saturday 9:45–10:15 p.m. 68 CBS stations ORIGINATES: WABC	Irradiated Pet Milk *Gardner Advertising Company*
Mary Lee Taylor Home Economist	Saturday 10:30–11:00 a.m. *Rebroadcast* *2:00–2:30 p.m.* 83 CBS stations ORIGINATES: KMOX	
CHARLES H. PHILLIPS CHEMICAL CO. *(350th Week on CBS)* **Amanda of Honeymoon Hill** *Serial drama*	Mon. thru Fri. 11:00–11:15 a.m. 43 CBS stations ORIGINATES: WABC	Phillips Toothpaste & Powder *Dancer-Fitzgerald-Sample*

PHILIP MORRIS & COMPANY, LTD. *(416th Week on CBS)*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 122 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company*
Crime Doctor *Mystery drama*		
It Pays To Be Ignorant *Comedy*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 122 CBS stations ORIGINATES: WABC	
PILLSBURY FLOUR MILLS CO. *(307th Week on CBS)*	Saturday 1:00–1:25 p.m. 73 CBS stations ORIGINATES: WABC	All Products *McCann-Erickson, Inc.*
Grand Central Station *Drama*		
THE PROCTER & GAMBLE CO. *(509th Week on CBS)*	Mon. thru Fri. 1:45–2:00 p.m. 67 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
The Goldbergs *Serial drama*		
I Love A Mystery *Serial drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 73 CBS stations ORIGINATES: KNX	Ivory Soap Oxydol *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 65 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 67 CBS stations ORIGINATES: WBBM	Oxydol *Dancer-Fitzgerald-Sample*
Bernadine Flynn *News*	Mon. thru Fri. 1:30–1:45 p.m. 41 CBS stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Perry Mason *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 45 CBS stations ORIGINATES: WABC	Camay *Pedlar, Ryan & Lusk, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(269th Week on CBS)* **Prudential Family Hour** with Eileen Farrell, Jack Smith, Jose Ferrer, Reed Kennedy, Al Goodman's Orchestra, and chorus *Music*	Sunday 5:00–5:45 p.m. 87 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
THE QUAKER OATS COMPANY *(140th Week on CBS)* **That Brewster Boy** *Comedy drama*	Friday 9:30–10:00 p.m. 123 CBS stations 22 CBC stations ORIGINATES: WBBM	Quaker Food Products *Ruthrauff & Ryan, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(586th Week on CBS)* **Moore and Durante Show** with Georgia Gibbs and Roy Bargy's Orchestra *Variety*	Friday 10:00–10:30 p.m. 132 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Thanks to the Yanks with Bob Hawk *Quiz*	Monday 7:30–8:00 p.m. *Rebroadcast 11:00–11:30 p.m.* 132 CBS stations ORIGINATES: WABC	
ROMA WINE CO., INC. *(73rd Week on CBS)* **Suspense** *Mystery drama*	Thursday 8:00–8:30 p.m. *Rebroadcast Monday 12 mid.–12:30 a.m.* 80 CBS stations ORIGINATES: KNX	Roma Wines *The Biow Company*
SCHENLEY IMPORT CORP. *(68th Week on CBS)* **+The Doctor Fights** with Raymond Massey *Drama*	Tuesday 9:30–10:00 p.m. 123 CBS stations ORIGINATES: WABC	Penicillin *The Biow Company*
SERVEL, INC. *(82nd Week on CBS)* **Fashions in Rations** with Billie Burke *Household advice*	Saturday 11:30 a.m.–12 noon 135 CBS stations ORIGINATES: WABC AND KNX	Institutional *Batten, Barton, Durstine & Osborn, Inc.*

+Program or client not listed in Spring Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
SOUTHERN COTTON OIL CO. *(94th Week on CBS)* **Irene Beasley** *Songs*	Mon. thru Fri. 3:15–3:30 p.m. 46 CBS stations ORIGINATES: WABC	Wesson Oil and Snowdrift *Kenyon & Eckhardt, Inc.*
E. R. SQUIBB & SONS *(212th Week on CBS)* **To Your Good Health** Lyn Murray's Orchestra and Chorus *Music*	Mon., Wed., Fri. 6:15–6:30 p.m. 129 CBS stations ORIGINATES: WABC	Squibb Products *Batten, Barton, Durstine & Osborn, Inc.*
STANDARD BRANDS, INC. *(194th Week on CBS)* **Mary Marlin** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. 131 CBS stations ORIGINATES: WABC	Tenderleaf Tea *J. Walter Thompson Co.*
+This Changing World *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:00–4:15 p.m.* 128 CBS stations ORIGINATES: WABC	Vitamin Products, Coffee-Desserts *Ted Bates, Inc.*
THE TEXAS COMPANY *(347th Week on CBS)* **Texaco Star Theater** James Melton and Al Goodman's Orchestra *Variety*	Sunday 9:30–10:00 p.m. 122 CBS stations 25 CBC stations ORIGINATES: KNX	Texaco Products *Buchanan & Co.*
UNITED STATES RUBBER CO. *(114th Week on CBS)* **New York Philharmonic Symphony** *Music*	Sunday 3:00–4:30 p.m. 121 CBS stations ORIGINATES: WABC	Institutional *Campbell-Ewald Co., Inc., Eastern Division*
U. S. TOBACCO COMPANY *(478th Week on CBS)* **Gay Nineties Revue** starring Lillian Leonard, Joe E. Howard, Floradora Girls, Elm City Four, Jenny Lynn *Music*	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 68 CBS stations ORIGINATES: WABC	Dill's Best, Model Smoking Tobacco *Arthur Kudner, Inc.*
+VICK CHEMICAL COMPANY *(157th Week on CBS)* **+Dangerously Yours** *Drama*	Sunday 2:00–2:30 p.m. 122 CBS stations ORIGINATES: WABC	All Products *Morse International, Inc.*

+Program or client not listed in Spring Program Book

R. L. WATKINS CO. *(104th Week on CBS)* **Second Husband** *Serial drama*	Mon. thru Fri. 11:15–11:30 a.m. 43 CBS stations ORIGINATES: WABC	Dr. Lyons Toothpowder *Dancer-Fitzgerald-Sample*
J. B. WILLIAMS COMPANY *(34th Week on CBS)* **William L. Shirer** *News*	Sunday 5:45–6:00 p.m. 135 CBS stations ORIGINATES: WABC	Williams Shaving Cream *J. Walter Thompson Co.*
WM. WRIGLEY, JR., COMPANY *(632nd Week on CBS)* **America in the Air** *Air Corps dramatic series*	Sunday 6:30–7:00 p.m. 135 CBS stations ORIGINATES: WBBM	Doublemint Gum *J. Walter Thompson Co.*
The First Line *Drama*	Thursday 10:00–10:30 p.m. 134 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
+Service to the Front *Drama*	Friday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 134 CBS stations ORIGINATES: WBBM	Chewing Gum *Arthur Meyerhoff & Co.*
COLUMBIA PACIFIC NETWORK		
CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION *(124th Week on CBS)* **Dave Vaile and the News**	Saturday 8:55–9:00 p.m. PWT ORIGINATES: KNX	Sunsweet Prunes and Apricots *Long Advertising Service*
COLONIAL DAMES, INC. *(242nd Week on CBS)* **Song of the Week** *Music*	Sunday 8:25–8:30 p.m. PWT ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
P. DUFF & SONS, INC. *(44th Week on CBS)* **+Fletcher Wiley** *Talks*	Mon., Wed., Fri. 5:00–5:15 p.m. PWT ORIGINATES: KNX	Ready-To-Bake Mixes *W. Earl Bothwell Advertising Agency*
+"42" PRODUCTS, INC. *(9th Week on CBS)* **+This Is My Story** *Drama*	Saturday 6:00–6:30 p.m. PWT ORIGINATES: KNX	Hair Oil *Hillman-Shane-Breyer, Inc.*

+Program or client not listed in Spring Program Book

GENERAL MILLS, INC. *(531st Week on CBS)* **Nelson Pringle** *News*	Mon. thru Fri. 7:45–8:00 a.m. PWT ORIGINATES: KQW	Wheaties *Knox Reeves Advertising, Inc.*
HOFFMAN RADIO CORP. *(20th Week on CBS)* **+Dr. Wallace Sterling** *News*	Monday 8:55–9:00 p.m. PWT ORIGINATES: KNX	Institutional *Hixson-O'Donnell Advertising, Inc.*
+HUNT BROTHERS PACKING COMPANY *(24th Week on CBS)* **+Fletcher Wiley** *Talks*	Tues., Thurs. 5:00–5:15 p.m. PWT ORIGINATES: KNX	Tomato Sauce *Garfield & Guild*
William Winter *News analyst*	Sunday 5:30–5:45 p.m. PWT ORIGINATES: KQW	
+Hollywood Barn Dance *Variety*	Sunday 8:30–9:00 p.m. PWT ORIGINATES: KNX	
+ANDREW JERGENS COMPANY *(2nd Week on CBS)* **+Hollywood Mystery Time** *Drama*	Thursday 9:00–9:30 p.m. PWT ORIGINATES: KNX	Jergens Lotion *Lennen & Mitchell Inc.*
LOS ANGELES SOAP COMPANY *(251st Week on CBS)* **Bob Andersen** *News*	Mon. thru Fri. 4:15–4:30 p.m. PWT ORIGINATES: KNX	White King Soap Sierra Pine Soap Scotch Cleanser *Raymond R. Morgan Co.*
MANHATTAN SOAP CO. *(180th Week on CBS)* **+Bill Haworth** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Sweetheart Soap *Franklin Bruck Advertising Corp.*

+ Program or client not listed in Spring Program Book

MILES CALIFORNIA COMPANY *(28th Week on CBS)* **Lady of the Press** *Mystery drama*	Mon. thru Fri. 4:00–4:15 p.m. PWT ORIGINATES: KNX	Alka Seltzer and One-A-Day Vitamins *Wade Advertising Agency*
PACIFIC GREYHOUND LINES, INC. *(15th Week on CBS)* **+Stories of the West** with Howard Culver *Dramatic series*	Friday 9:55–10:00 p.m. PWT ORIGINATES: KNX	Institutional *Beaumont & Hohman, Inc.*
PACKARD BELL COMPANY *(17th Week on CBS)* **The Press Club** *Drama*	Friday 8:15–8:30 p.m. PWT ORIGINATES: KNX	Institutional *Barton A. Stebbins*
PETER PAUL, INC. *(198th Week on CBS)* **Truman Bradley** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos *Brisacher & Van Norden, Inc.*
PLANTERS NUT AND CHOCOLATE COMPANY *(196th Week on CBS)* **Harry W. Flannery** *News*	Tues., Thurs., Sat. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Planters Peanut Oil, Salted Peanuts *Erwin Wasey & Company*
The Adventures of Bill Lance *Mystery drama*	Wednesday 9:30–10:00 p.m. PWT ORIGINATES: KNX	All Products *Erwin Wasey & Compan*
PLOUGH, INC. *(95th Week on CBS)* **Don't You Believe It** with Tobe Reed *Drama*	Saturday 9:45–10:00 p.m. PWT ORIGINATES: KNX	St. Joseph's Aspirin, Penetro Products *Lake-Spiro-Shurman, Inc.*
SIGNAL OIL COMPANY *(59th Week on CBS)* **The Whistler** *Mystery drama*	Sunday 7:30–8:00 p.m. PWT ORIGINATES: KNX	All Products *Barton A. Stebbins*

+Program or client not listed in Spring Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA PACIFIC NETWORK		
SOIL OFF MANUFACTURING COMPANY *(182nd Week on CBS)* **Truman Bradley** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. PWT ORIGINATES: KNX	"Soil Off" for all painted surfaces *Western Advertising Agency*
VICK CHEMICAL COMPANY *(157th Week on CBS)* **Short Short Stories** with Frank Martin *Dramatic narrative*	Tuesday 9:25–9:30 p.m. PWT ORIGINATES: KNX	All Products *Morse International, Inc.*
Dr. Wallace Sterling *News*	Wed., Thurs. 8:55–9:00 p.m. PWT ORIGINATES: KNX	All Products *Morse International, Inc.*
†WASHINGTON COOPERATIVE EGG & POULTRY ASSN. *(19th Week on CBS)* **Dr. Wallace Sterling** *News*	Saturday 7:45–8:00 a.m. PWT ORIGINATES: KNX	All Products *Pacific National Advertising Agency*
WESTERN SUGAR REFINERY *(58th Week on CBS)* **I Was There** *Real life experiences*	Sunday 9:00–9:30 p.m. PWT ORIGINATES: KNX	Sea Island Sugar *J. Walter Thompson Co.*
COLUMBIA CALIFORNIA NETWORK		
BEKINS VAN AND STORAGE CO. *(149th Week on CBS)* **Harry W. Flannery** *News*	Mon., Wed., Fri. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
KAY JEWELRY COMPANY *(65th Week on CBS)* **Bob Andersen** *News*	Sunday 5:45–5:55 p.m. PWT ORIGINATES: KNX	Jewelry *Garfield & Guild*
YELLOW CAB CO. *(17th Week on CBS)* **The Story Teller** *Narration*	Saturday 7:45–8:00 p.m. PWT ORIGINATES: KNX	Cab Service *Rhoades & Davis*

†Program or client not listed in Spring Program Book

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting* and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

NEWS BROADCASTS . . . . . *Page 21*

WAR PROGRAMS . . . . . *Page 21*

SERIOUS MUSIC . . . . . *Page 23*

LIGHT MUSIC . . . . . *Page 24*

DRAMATIC SERIES . . . . . *Page 26*

LIGHT ENTERTAINMENT . . . . . *Page 26*

EDUCATIONAL PROGRAMS . . . . . *Page 27*

RELIGIOUS BROADCASTS . . . . . *Page 29*

CBS SHORT WAVE BROADCASTS . . . . . *Page 29*

SPECIAL BROADCASTS: SPRING-SUMMER . . . . . *Page 30*

News Broadcasts
8:00–8:15 a.m.
11:00–11:10 p.m.
MONDAY THRU SATURDAY
9:00–9:15 a.m.
SUNDAY THRU SATURDAY
4:25–4:30 p.m.
EACH SATURDAY

Columbia's air reporters—at the fighting fronts, in foreign capitals, in New York and in Washington—cover the war in a regular news pattern, so dovetailed with sponsored news programs as to afford frequent reports throughout the day.

Edward R. Murrow, Larry Lesueur, Bill Downs, Charles Collingwood, Charles Shaw, Richard Hottelet and Bill Shadell report from London and France; Eric Sevareid, Winston Burdett, George Moorad and Farnsworth Fowle from the Mediterranean; Glenn Stadler from Madrid; William J. Dunn from Australia; Webley Edwards from Honolulu; Glen Akins from Chungking; James Fleming from Russia; Howard K. Smith from Berne; Hugh Jenks from Buenos Aires; John Adams from Rio de Janeiro; Quincy Howe, Bob Trout, Major George Fielding Eliot, William L. Shirer, John Daly, Everett Holles, Ned Calmer and Doug Edwards from New York; Bill Henry, Don Pryor, Albert Leitch, Robert Lewis, William Costello and Joseph C. Harsch from Washington.

News Summaries
3:30 p.m.
SUNDAY THRU SATURDAY
1:00 a.m.
MONDAY THRU SATURDAY
6:00 p.m.
EACH SATURDAY

News Analyses
11:10–11:15 p.m.
SUNDAY THRU SATURDAY
6:55 p.m.
EACH SATURDAY

William L. Shirer
Bob Trout
Major George Fielding Eliot
Quincy Howe
Everett Holles
(See also sponsored news programs)

WAR PROGRAMS

Trans-Atlantic Call: People to People
12:30–1:00 p.m.
EACH SUNDAY

Every Sunday the British Broadcasting Corporation and the Columbia Broadcasting System shake hands firmly over the ocean. In this half-hour program, originating alternately in Britain and the United States, the radio audiences are offered an eye-witness glimpse of a locality where the lives and activities of the people are portrayed. Thus, the audiences of the two nations have learned what people across the ocean talk like, do, and think about the war and the peace.

Calling Pan-America
2:30–3:00 p.m.
EACH SATURDAY

CBS draws the Americas closer together with this weekly program short-waved from Latin-American capitals. The series "calls" a different nation to the microphone each Saturday, and presents a vivid radio picture of its life, culture and music.

Viva America!
11:30–12 midnight
EACH THURSDAY

This sparkling new Latin-American musical review spotlights the music and culture of our Good Neighbor republics. It represents a further step in Columbia's effort to promote inter-American unity.

Victory F.O.B.
3:00–3:30 p.m.
EACH SATURDAY

From Detroit, arsenal of America, CBS brings this musical variety show high-lighting the achievements of free enterprise in America. Each program includes a report on our progress in the production of war materials. Music is supplied by Samuel Benavie's orchestra and the Don Large Chorus.

Youth On Parade
10:00–10:30 a.m.
EACH SATURDAY

A fast-paced musical variety show by and for the youth of America. Each week the Junior Workshop players dramatize a scene in the life of a great American. The climax of every program is the presentation of the Youth-On-Parade War-Service Award to a boy, girl, or youth group.

We Deliver the Goods
12:05–12:30 a.m.
EACH SUNDAY

This program features the 23-piece Maritime Service Band at Catalina Island, led by Lieutenant Curt Roberts, together with dramatizations of the heroic deeds of United States merchant seamen.

Visiting Hour
3:30–4:00 p.m.
EACH SATURDAY

Guest stars from Hollywood and the world of sports chat informally with soldiers at Army general hospitals throughout the country. The program brings to the American public a fuller understanding of the wounded soldier — his battle experiences, his care and medical treatment, his hopes for the future.

WAR PROGRAMS

Report to the Nation
7:00–7:30 p.m.
EACH SUNDAY

A weekly report to the people of America featuring action stories and eye-witness events by aces and heroes from all branches of the service. Celebrities from the entertainment world and other fields aid in the entertainment and import of the program.

Boot Camp Parade
4:00–4:25 p.m.
EACH SATURDAY

A new program of popular music played by the "boot" orchestra at Sampson Naval Training Station. Musicians include many talented instrumentalists and vocalists who played in topflight bands before donning their Navy blues.

SERIOUS MUSIC

The Philadelphia Orchestra
Suspended for Summer—
Will resume in the Fall

One of the world's greatest symphonic groups, the Philadelphia Orchestra, will resume its brilliant series during the 1944–1945 season. The time will be specified at a later date. Eugene Ormandy will conduct most of these concerts, and eminent soloists will make regular appearances on the broadcasts.

Invitation to Music
11:30–12:00 midnight
EACH WEDNESDAY

This weekly half-hour presents distinguished soloists with the Columbia Symphony Orchestra in programs featuring comparatively unfamiliar but nevertheless important works of the great composers. Of special interest will be the first appearance in a radio series of the sensational coloratura soprano, Miliza Korjus. Other artists appearing include Martial Singher, French baritone; and Mona Paulee, both of the Metropolitan Opera Company; Vera Brodsky, pianist; and the Collegiate Choral under Robert Shaw's direction. Vladimir Golschmann will make a guest appearance. Bernard Herrmann conducts the series.

E. Power Biggs, Organist
9:15–9:45 a.m.
EACH SUNDAY

Playing in the Germanic Museum at Harvard University, this noted musician broadcasts the world's finest organ music. In a special series of concerts to be given in joint sponsorship with Mrs. Elizabeth Sprague Coolidge, these programs include classic as well as contemporary works written for various combinations of instruments with the organ.

SERIOUS MUSIC
Continued

Maria Kurenko and the Columbia Concert Orchestra
11:15–11:30 p.m.
EACH SUNDAY

Maria Kurenko, Russian soprano, is heard in a notable series of weekly concerts. She is accompanied by the Columbia Concert Orchestra.

Salt Lake Tabernacle Choir and Organ
12 noon–12:30 p.m.
EACH SUNDAY

This is the oldest consecutively presented public-service series in radio, having celebrated its 785th network broadcast on July 30, 1944. The Tabernacle Choir is conducted by J. Spencer Cornwall and Richard P. Condie, assistant. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens.

New Voices in Song
9:45–10:00 a.m.
EACH SUNDAY

These programs are designed to offer broadcast opportunities to young American singers whom CBS feels, have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.

LIGHT MUSIC

Dance Orchestras
VARIOUS HOURS

Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week, CBS audiences can hear:

HARRY JAMES	CHARLIE SPIVAK
GUY LOMBARDO	TOMMY DORSEY
JIMMY DORSEY	DUKE ELLINGTON
SHEP FIELDS	HAL McINTYRE
FRANKIE MASTERS	GLEN GRAY
VAUGHN MONROE	SAMMY KAYE
ABE LYMAN	JAN GARBER
COUNT BASIE	TONY PASTOR
SONNY DUNHAM	ENRIC MADRIGUERA
JERRY WALD	FRANKIE CARL
JIMMY HILLIARD	GEORGE AULD
RAY PEARL	BOYD RAYBURN

Raymond Scott and His Orchestra
4:30–5:00 p.m.
MONDAY THRU FRIDAY

In this program Raymond Scott gives new treatment to standard jazz classics and contemporary popular music. Dorothy Collins does the singing.

Sing Along Club
9:15–9:45 a.m.
MONDAY THRU FRIDAY

The Landt Trio entertains and leads its audiences in group singing. Carol Ames adds the feminine touch. Each day a different musical contest concludes the program.

Jeri Sullavan
6:30–6:45 p.m.
MONDAY THRU FRIDAY

The magnetic and lovely Miss Sullavan, with her ever-refreshing delivery of a tune is heard in a program of popular songs. Paul Baron conducts the orchestra.

Swing and Sing
5:30–5:45 p.m.
MONDAY, WEDNESDAY, FRIDAY

The Three Sisters keep this program in the groove with their solid sending of hep tunes and jive talk. They are accompanied by selected musicians from Raymond Scott's Orchestra.

Music by Warrington
12:05–12:30 a.m.
EACH MONDAY

Composer-conductor John Warrington leads his exceptional orchestra in classical treatments of contemporary popular songs. Bon Bon and Dawn Frederick handle the vocals. This distinctly individual program originates at Station WCAU, Philadelphia.

Petrillo, Janette and McCormick
12:05–12:30 a.m.
EACH WEDNESDAY

Franklin McCormick, host, and Janette, feminine vocalist, join Cesar Petrillo's Orchestra to give CBS audiences a midnight program of mellow musical entertainment. This trio broadcasts each week from Station WBBM, Chicago.

Mildred Bailey and Company
9:30–10:00 p.m.
EACH WEDNESDAY

A gay, rollicking musical show starring Mildred Bailey, "The Ol' Rockin' Chair Lady", as mistress of ceremonies. On alternate weeks Miss Bailey introduces famous guest stars and talented but "unknown" performers. The orchestra is conducted by Paul Baron.

Columbia Presents Corwin
10:00–10:30 p.m.
EACH TUESDAY

Norman Corwin—whom *Life* calls "radio's top dramatic genius"—is producer, director, and for the most part, author of these half-hour broadcasts. The series consists of many diverse and new types of programs: (1) documentary dramas—telling the stories of three cities, three great American writers, and two great rivers; (2) radio cantatas; (3) radio musical comedies; (4) musical satires; (5) dramatic monologues; (6) original plays written by Corwin expressly for such famous actors as Orson Welles, Paul Robeson, Walter Huston, Charles Laughton, and Franchot Tone. The Norman Corwin hour is a true chain of important "first nights" in the theater of radio.

DRAMATIC SERIES

Mrs. Miniver
7:30–8:00 p.m.
EACH SATURDAY

Gracious, lovely Mrs. Miniver and her husband keep open house at Starlings not far from London for various interesting characters, many of them Americans, thrown into arresting dramatic situations by the war.

Casey—Press Photographer
5:00–5:30 p.m.
EACH SATURDAY

In episodes of adult realism, metropolitan news photographer Casey unravels complex mysteries and crimes with the aid of his camera. The dialogue is witty and worldly, the situations authentic and vivid.

This Life Is Mine
9:45–10:00 a.m.
MONDAY THRU FRIDAY

Eden Channing, a small town school-teacher, marries a young aviator and lives in New York City while he's overseas. The story is marked by bright dialogue, and warm human insight.

The High Places
3:45–4:00 p.m.
MONDAY THRU FRIDAY

This is a story of people who commute between Connecticut and New York, pointing out the contrasts between their lives in a small town and a big city.

Wilderness Road
5:45–6:00 p.m.
MONDAY THRU FRIDAY

A dramatic serial of a pioneering American family that went through the hazardous Cumberland Gap in 1783 with Daniel Boone as their guide. The story recreates that adventure-filled period in American history when every frontier presented a challenge to the New World settlers.

LIGHT ENTERTAINMENT

The Colonel
10:30–11:00 p.m.
EACH WEDNESDAY

Colonel Lemuel Q. Stoopnagle, master of wacky hilarity, heads this gloom-chasing comedy program, with Eddie Green, Amanda Randolf, and Howard Smith aiding and abetting the goings-on. Archie Bleyer's Orchestra furnishes the music.

Fun with Dunn
5:00–5:30 p.m.
MONDAY THRU FRIDAY

Eddie Dunn steers the festivities for a half-hour of music and laughs. He is supported by Jeff Alexander's Orchestra, by vocalists Vera Holley and Brad Reynolds. Informal interviews with members of the audience and a daily knockout quiz are regular features.

LIGHT ENTERTAINMENT

The Eddie Garr Revue
7:30–8:00 p.m.
EACH SUNDAY

Eddie Garr, comedian, impersonator and dramatic actor heads a gay revue, featuring Joan Brooks and Brad Reynolds, the Bobby Tucker Chorus and Ruby Newman's Orchestra. Each week, there is also a guest star from one of CBS's outstanding shows.

The Jack Pepper Show
9:00–9:30 p.m.
EACH TUESDAY

Witty Jack Pepper is joined by Columbia's "Pin-up-Voice" Jeri Sullavan, the harmony of the Murphy Sisters, Muriel, Dot and Marjorie, and Mitchel Ayers' orchestra in a new program, well-flavored with light comedy and delectable tunes.

Ted Husing
6:15–6:30 p.m.
EACH THURSDAY

A new series in which Ted Husing, ace CBS sportscaster, reports on sporting events, special sports features, and interviews with outstanding sportsmen, athletes in military service, trainers, and sports writers.

Horse Racing
4:30–4:45 p.m.
EACH SATURDAY

Ted Husing describes the season's outstanding stake races at the Belmont Park, Aqueduct, Empire and Saratoga meetings.

EDUCATIONAL PROGRAMS

CBS ADULT EDUCATION BOARD

CBS Educational Programs are presented by Columbia's Department of Education with the counsel of the CBS Adult Education Board, whose members are:

LYMAN BRYSON, chairman
STRINGFELLOW BARR
WILLIAM BENTON
HARRY WOODBURN CHASE
ROBERT I. GANNON, S.J.
ALVIN S. JOHNSON
HENRY R. LUCE
SPENCER MILLER, JR.
RUTH BRYAN ROHDE
THOMAS V. SMITH
RAY LYMAN WILBUR
JOSEPH H. WILLITS

The American School of the Air
9:15–9:45 a.m.
Rebroadcast
3:30–4:00 p.m.
MONDAY THRU FRIDAY
Suspended for Summer—Will resume broadcasts October 9, 1944

Now in its fifteenth year on CBS, this program is broadcast in the United States and Canada. During the coming season, the Science and Geography programs will be rebroadcast to millions of the armed forces over the 400 AFRS (Armed Forces Radio Service) broadcasting stations.

MONDAY—Science
TUESDAY—Music
WEDNESDAY—Geography and History
THURSDAY—Literature
FRIDAY—Current Events

Invitation to Learning
11:30–12 noon
EACH SUNDAY

In this weekly series the world's great books of yesterday and today are informally discussed by leading scholars, critics, and writers.

The People's Platform
6:15–6:45 p.m.
EACH SATURDAY

Now in its seventh year on the air, this program stands as one of radio's most interesting innovations in the field of public forums. Four guests and a moderator meet for an informal discussion of current and postwar problems.

Of Men and Books
2:00–2:15 p.m.
EACH SATURDAY

Continuing the series in its sixth year on CBS, Orville Prescott, author and critic for the New York Times, discusses recently published books and interviews their authors.

Columbia's Country Journal
1:30–2:00 p.m.
EACH SATURDAY

Charles ("Chuck") Worcester conducts this weekly "radio farm magazine" and portrays the activities, problems, home life and opinions of America's farmers. Weekly news reports from Washington, and from farm regions throughout the country, regular reports from London, monthly dramatizations of farm problems, and the folk ballads of Burl Ives are regular features.

The Garden Gate
9:15–9:45 a.m.
EACH SATURDAY

Tom Williams, "the old dirt dobber," horticultural expert of WLAC, Nashville, answers queries on ornamental and victory gardening.

Adventures in Science
2:15–2:30 p.m.
EACH SATURDAY

Watson Davis, Director of Science Service, brings to the microphone prominent guest scientists who explain recent discoveries in industry and medicine and the startling scientific progress made since our entrance into the war.

RELIGIOUS BROADCASTS

hurch of the Air
0:00–10:30 a.m.
:00–1:30 p.m.
ACH SUNDAY

In its thirteenth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths. During the past year many of the services have originated at Army camps and Navy bases, with Chaplains of the uniformed forces officiating.

Vings Over Jordan
0:30–11:00 a.m.
ACH SUNDAY

Rev. Glynn T. Settle conducts this program which features the renowned thirty-voice Wings Over Jordan Choir and Negro spirituals.

The Chapel Singers
0:00–10:15 a.m.
ACH MONDAY, WEDNESDAY
ND FRIDAY

The fine old familiar hymns of all religious denominations are inspiringly sung by a male quartet. Each broadcast includes a brief reading from the Bible.

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA

CBS transmits on
WCBX, New York
WCRC, New York
WCBN, New York

News, News Features and Entertainment Beamed to The Network of the Americas
In: SPANISH
PORTUGUESE

From late afternoon till 2:00 a.m. Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized on these CBS broadcasts; elaborate musical and dramatic programs round out the entertainment schedule. Many of these programs are rebroadcast locally on standard wave by Columbia's 111 affiliated stations in Latin America.

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE EAST

CBS transmits on
WCBX, New York
WCRC, New York
WCDA, New York
WOOC, New York
WOOW, New York
WCBN, New York

News, News Features and Entertainment Beamed Overseas
In: ENGLISH
FRENCH
ITALIAN
GERMAN
POLISH
SERBO-CROATIAN
DUTCH
CZECH

News in eight languages, plus more than four hours of entertainment for American troops abroad, is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Short Wave Department. This schedule is continuous, around the clock, for 24 hours a day. Five shows daily are now being retransmitted by Radio Algiers, and one show by Radio Naples, Italy. On December 31, 1943, CBS began operating two new 50,000-watt transmitters to Europe, WOOC and WOOW, making five transmitters beaming programs East. On May 1, 1944, CBS put into service still another 50,000-watt transmitter, WCBN, to both Europe and Latin America.

SPECIAL BROADCASTS: SPRING-SUMMER

These special broadcasts, arranged by Columbia's "Talks" Department, are scheduled on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of exclusive CBS programs, not included in the previous issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

APRIL 18: PHILIP MURRAY, President of the C.I.O., spoke from Washington, D. C., on "Labor's Wage Case": 10:30-10:45 p.m.

APRIL 24: Chairman of the Civil Service Commission, ARTHUR W. FLEMMING, spoke on the subject of "Loyalty Investigations" from New York: 5:30-5:45 p.m.

APRIL 28: From New York, GEORGE SOLOVEYTCHIK, member of the Royal Institute of International Affairs, member of the Institute of Journalists, and associate member of the Foreign Press Association, discussed the "War Effort Of The European Allies": 5:30-5:45 p.m.

APRIL 30: WALTER WHITE, President of the National Association for the Advancement of Colored People, spoke from New York on "The Negro At The Fighting Front": 1:45-2:00 p.m.

MAY 2: "The Food Industry's Contribution To Price Stabilization" was discussed by PAUL S. WILLIS, President of the Grocery Manufacturers of America, Inc., in reply to Philip Murray's address of April 18: 10:30-10:45 p.m.

MAY 9: JOHN A. STEPHENS, Vice President of Industrial Relations of the United States Steel Corporation of Delaware, and Chairman of the Steel Case Research Committee, spoke from Pittsburgh on "The Facts Of The Steel Wage Case": 10:30-10:45 p.m.

MAY 9: From Washington, D. C., Representative EVERETT M. DIRKSEN of Illinois and Representative WRIGHT PATMAN of Texas debated pros and cons of "The Montgomery Ward Case": 10:45-11:00 p.m. and 11:15-11:30 p.m.

MAY 13: "A New Zealander Looks At The Post War World" was the subject of an address by WALTER NASH, New Zealand Minister to the United States: 10:45-11:00 p.m.

MAY 14: From Philadelphia, HENRY I. HARRIMAN, U. S. Employers' Delegate to the I.L.O. Conference and Vice-Chairman of New England Power Association of Boston, and PERCY JAMES CLAREY, Workers' Delegate to the I.L.O. Conference from Australia, President of the Australian Council of Trade Unions and member of the Legislative Council of Victoria, summarized the accomplishments and future aims of the I.L.O. conference: 1:45-2:00 p.m.

MAY 23: At the annual dinner of *The Churchman* in New York, BERNARD M. BARUCH, recipient of the Churchman Award for 1944, and THOMAS J. WATSON, President of the International Business Machines Corp., outlined the picture of "America In The Post War World": 10:30-10:45 p.m.

MAY 23: JAMES LAWRENCE FLY, Chairman of the Federal Communications Commission, was the first speaker on the two-day program broadcast by CBS in connection with the Congressional Celebration of the hundredth anniversary of the sending of the first telegraph message.

Mr. Fly discussed the history of electrical communication from Washington: 10:45-11:00 p.m.; On the following day, Rep. Alfred L. Bulwinkle (N. C.) and Sen. Burton K. Wheeler (Mont.) spoke in connection with the celebration: 11:15-11:30 a.m.

May 28: In connection with the United Negro College Fund Campaign, Jane Cowl, William J. Trent, Jr., Executive Secretary of the United Negro College Fund, and William Jay Schieffelin, noted chemist and philanthropist, discussed "The Role Of The United Negro Colleges In American Life": 1:45-2:00 p.m.

May 30: The future of "Small Business In The Post War World" was analyzed by Senator James E. Murray of Montana, speaking from Washington, D.C.: 10:30-10:45 p.m.

June 2: Maynard C. Krueger, National Chairman of the Socialist Party, U.S.A., gave the keynote speech of the Socialist Party's National Convention from Reading, Pa.: 5:30-5:45 p.m.

June 3: In a speech entitled "The Washington-London Mirage Of Peace," Ely Culbertson, author of "Total Peace" and President of The World Federation, Inc., discussed the World Federation post-war plan of which he is author and which is sponsored by The World Federation, Inc.: 10:45-11:00 p.m.

June 4: In a special broadcast from London, the history, objectives, and Anglo-American significance of the YMCA were discussed by The Archbishop of Canterbury, John G. Winant, United States Ambassador to the Court of St. James', Dr. V. K. Wellington Koo, Chinese Ambassador to the Court of St. James', and Rev. Professor Roy D. Whitehorn, MBE, MA, ex-moderator of the Free Church Federal Council: 2:00-2:30 p.m.

June 4: In reply to the address by Arthur S. Flemming, broadcast on April 24, Earl Browder, General Secretary of the Communist Party of U.S.A., discussed "Communists In The Public Service" from New York: 1:45-2:00 p.m.

June 11: Dr. James E. Paullin, President of the American Medical Association, spoke on "War And Medical Achievement" in connection with the meeting of the American Medical Association in Chicago: 1:45-2:00 p.m.

June 13: Replying to Ely Culbertson's broadcast of June 3, Dr. James T. Shotwell, Director of Economics and History of the Carnegie Endowment for International Peace, entitled his address, "Not A Holy Alliance": 10:30-10:45 p.m.

June 17: "The Press In An Election Year" was discussed by John P. Lewis, Managing Editor of PM, from New York: 10:45-11:00 p.m.

June 24: Preceding the Republican National Convention at Chicago, Governor John W. Bricker of Ohio made a pre-nomination address to his campaign workers: 10:45-11:00 p.m.

June 27: In support of the Fifth War Loan Drive, Mrs. Franklin D. Roosevelt, Mrs. Henry Morgenthau, Jr., and Mrs. Winston Churchill spoke from New York and London: 5:00-5:15 p.m.

June 28: Alf M. Landon, 1936 Republican Presidential nominee, spoke from Chicago in connection with the Republican National Convention: 4:45-5:00 p.m.

July 2: In reply to Dr. James E. Paullin's speech of June 11, "The Future Of Medical Care" was discussed by Dr. Ernst P. Boas, Chairman of the Executive Committee of the Physicians Forum: 1:45-2:00 p.m.

July 7: In a special program commemorating the eighth anniversary of China at war, Dr. H. H. Kung, Chinese Vice-premier and Minister of Finance discussed "Chinese Resistance": 4:45-5:00 p.m.

July 9: "Can America Save The Post War World?" was the subject of discussion from Chicago by Senator Samuel D. Jackson of Indiana: 1:30-1:45 p.m.

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CBS PROGRAM BOOK SUPPLEMENT • OCT. 1, 1944

NEW CBS PACIFIC NETWORK PROGRAMS

CAMPANA SALES COMPANY *(240th Week on CBS)* **Don't You Believe It** with Tobe Reed *Drama*	Saturday 9:45–10:00 p.m. PWT ORIGINATES: KNX	Toilet articles *Wallace-Ferry-Hanly Company*

MONTHLY CORRECTIONS – CBS SPONSORED PROGRAMS

Page 4	**ALLEGHENY-LUDLUM STEEL CORPORATION**	Cancel Series.
Page 4	**AMERICAN TOBACCO COMPANY**	Complete program originates from WABC.
Page 4	**ANACIN COMPANY**	Change product on "Easy Aces" to Anacin. Change product on "Friday on Broadway" to Anacin.
Page 5	**ARMOUR & COMPANY**	Change program listing to "Armour Presents Hedda Hopper's Hollywood". Change origination to KNX.
Sept. Supplement Page 1	**COLGATE-PALMOLIVE-PEET COMPANY**	"Blondie" will be rebroadcast Sunday 11:30 p.m.–12 mid.
Page 7	**ELECTRIC COMPANIES ADVERTISING PROGRAM**	"The Electric Hour" will originate at KNX.

Starts Sept. 15

KEY TO BACK COVER (same sequence as cover)

LLAN JONES Wed. 8 pm EWT	JANE AND GOODMAN ACE Easy Aces Wed. 7:30 pm EWT	JESSICA DRAGONETTE Saturday Night Serenade Sat. 9:45 pm EWT	JANET WALDO Corliss Archer Thurs. 9:30 pm EWT	MAJOR BOWES Major Bowes' Amateurs Thurs. 9 pm EWT
RRY DOUGLAS e's To Romance rs. 10:30 pm EWT	First Line Thurs. 10 pm EWT	RAYMOND MASSEY This Is My Best Starts Sept. 5 Tues. 9:30 pm EWT	BENNETT KILPACK Mr. Keen Tracer Of Lost Persons Thurs. 7:30 pm EWT	EILEEN FARRELL American Melody Hour Tues. 7:30 pm EWT
Big Town ues. 8 pm EWT	DICK YORK That Brewster Boy Fri. 9:30 pm EWT	KAY PENTON Friday on Broadway Fri. 7:30 pm EWT	RAYMOND JOHNSON Inner Sanctum Sat. 8:30 pm EWT	Service To The Front Fri. 8:30 pm EWT
AN TENNYSON Moments In Music Wed. 10 pm EWT	JACK CARSON The Jack Carson Show Wed. 9:30 pm EWT	America In The Air Sat. 7:30 pm EWT	EDWARD R. MURROW Sun. 1:45 pm EWT	NED CALMER Ned Calmer and the News Sat., Sun. 6:55 pm EWT
LIAM L. SHIRER Sun. 5:45 pm EWT	BILL HENRY Mon. thru Fri. 8:55 pm EWT	VICTOR JORY Dangerously Yours Sun. 2 pm EWT	JOHNNY MORGAN The Johnny Morgan Show Mon. 10:30 pm EWT	Dateline Mon. 7:15 pm EWT
DWIN C. HILL man Side of the News ues. 6:15 pm EWT	JOSEPH C. HARSCH Meaning of the News Mon. thru Fri. 1:45 pm EWT	CLAIRE NIESEN We Who Dream Fri. 7:15 pm EWT	LYN MURRAY To Your Good Health Mon., Wed., Fri. 6:15 pm EWT	JAY C. FLIPPEN Correction Please Sat. 10:15 pm EWT
MAJOR GE FIELDING ELIOT CBS World News Thurs 6 pm EWT	JACK MACBRYDE Death Valley Days Thurs. 8:30 pm EWT	CHARLIE RUGGLES Maxwell House Iced Coffee Time Off Aug. 25 Fri. 8 pm EWT	JACK PEPPER The Jack Pepper Show Tues. 9 pm EWT	NORMAN CORWIN Columbia Presents Corwin Tues. 10 pm EWT

Page 8 *Sept. Supplement Page 1*	**GENERAL FOODS CORPORATION**	Cancel repeat broadcasts on "Kate Smith Hour". Change product on "Kate Smith Speaks" to Calumet and Swansdown. Change listing of "Joyce Jordan, M.D." to "Two On A Clue". Change products to Postum, La France, Satina & Post Raisin Bran, Grape Nuts and Grape Nuts Flakes. Change listing on "Portia Faces Life" to "Joyce Jordan, M.D." Change product on "Adventures of the Thin Man" to Maxwell House Coffee, Grapenuts and Grapenuts Flakes. Change agency to Young & Rubicam, Inc.
Page 9	**INTERNATIONAL SILVER CO.**	Effective Oct. 8—Change program listing to "Adventures of Ozzie and Harriett".
Page 10	**KOLYNOS COMPANY**	Change product on "Mr. Keen, Tracer of Lost Persons" to Kolynos Tooth Paste and Hill's Cold Tablets.
Page 10	**LEVER BROTHERS COMPANY**	Change origination of "The Frank Sinatra Show" to WABC.
Page 12	**THE PARKER PEN CO.**	Change program listing to "Bob Trout and the News".
Page 12	**CHARLES H. PHILLIPS CHEMICAL CO.**	Change product on "Amanda of Honeymoon Hill" to Phillips Tablets and Tooth Paste.
Page 14	**R. J. REYNOLDS TOBACCO CO.**	Shift rebroadcast on "Thanks to the Yanks" to 10:30–11:00 p.m.
Page 14	**SCHENLEY IMPORT CORP.**	Change listing of sponsor to Cresta Blanca Wine Company.
Page 15	**THE TEXAS COMPANY**	Change origination to WABC.
Page 16	**R. L. WATKINS CO.**	Change product on "Second Husband" to Dr. Lyons Tooth Powder and Bayer Aspirin.

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Sept. Supplement Page 2	**DWIGHT EDWARDS CO.**	Change listing to "Rhythm Inn"—Variety.
Sept. Supplement Page 2	**HERMAN BASCH & COMPANY**	Change time to Thursday 3:15–3:30 p.m. PWT. Change product listing to Hammer Brand furs.
Page 17	**ANDREW JERGENS COMPANY**	Change time to 6:00–6:30 p.m. PWT. Effective October 20. Change listing to "Tonight In Hollywood" with Erskine Johnson; Change time to 6:00–6:15 p.m. PWT.
Page 17	**LOS ANGELES SOAP COMPANY**	Change time to 1:15–1:30 p.m. PWT.
Page 17	**MANHATTAN SOAP CO.**	Change agency to Duane Jones Company.
Page 18	**PACIFIC GREYHOUND LINES, INC.**	Effective October 13—cancel series.
Page 18	**PLANTERS NUT AND CHOCOLATE COMPANY**	Change time to Sunday, 9:00–9:30 p.m. PWT.
Page 18	**PLOUGH, INC.**	Cancel series.
Page 18	**SIGNAL OIL COMPANY**	Change time to Monday, 9:00–9:30 p.m. PWT.
Page 19	**WESTERN SUGAR REFINERY**	Change time to Sunday, 3:30–4:00 p.m. PWT.

Starts Sept. 15

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CBS PROGRAM BOOK SUPPLEMENT • SEPTEMBER 1

NEW KNX SPONSORED PROGRAMS

COLGATE-PALMOLIVE-PEET CO. *(450th Week on CBS)* **Blondie** *Comedy-drama*	Sunday 8:00–8:30 p.m. 140 CBS stations ORIGINATES: KNX	Super Suds *William Esty & Company, Inc.*
GENERAL FOODS CORPORATION *(487th Week on CBS)* **The Adventures of the Thin Man** *Mystery drama* *Starts Sept. 15*	Friday 8:30–8:55 p.m. *Rebroadcast: 12:30–12:55 a.m.* 136 CBS stations ORIGINATES: WABC	Post's Raisin Bran, Maxwell House Coffee *Benton & Bowles Inc.*
The Aldrich Family *Comedy-drama*	Friday 8:00–8:30 p.m. *Rebroadcast: 12:00 mid.–12:30 a.m.* 122 CBS stations ORIGINATES: WABC	Postum *Young & Rubicam, Inc.*
Toasties Time with Fanny Brice *Variety* *Starts Sept. 17*	Sunday 6:30–7:00 p.m. *Rebroadcast: 10:30–11:00 p.m.* 143 CBS stations ORIGINATES: KNX	Post Toasties *Benton & Bowles, Inc.*
MARYLAND PHARMACEUTICAL COMPANY **Bob Trout** News *Starts Sept. 23*	Saturday 6:55–7:00 p.m. 20 CBS stations ORIGINATES: WABC	Rem *Joseph Katz Company*
SCHENLEY IMPORT CORP. *(72nd Week on CBS)* **This Is My Best** *Starts Sept. 15*	Tuesday 9:30–10:00 p.m. 74 CBS stations ORIGINATES: WABC	Cresta Blanca Wines *Batten, Barton, Durstine & Osborn, Inc.*

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August 15	**ALLIED INVASION OF SOUTHERN FRANCE** When the War Department notified CBS at 1 a.m. to stand by for an important announcement and to monitor Rome and Algiers, Everett Holles, CBS assistant director of news broadcasts, and a staff of reporters and analysts, all veterans of the D-Day coverage broadcast news reports every half-hour. The official communique announcing the landings near Cannes was issued at 6:10 a.m. During the day CBS brought in its overseas correspondents: Winston Burdett from Allied Headquarters in Italy; Eric Sevareid representing the combined networks who landed with the first waves of Americans; George Moorad who flew over the beaches in a bomber. Intermittently reports came in from the CBS Washington news staff standing by in the press room of the Pentagon.
Note:	On August 8 CBS news headquarters in New York advised CBS affiliated stations to be ready to take important news broadcasts through a revised "beep" signal alert, brief intervals of tone superimposed on the current program. The *super-beep* (5 seconds) indicates news of great moment; *two beeps*, important or exclusive news, usually an overseas pickup; *three beeps* for news bulletin originating in the United States; *five beeps* indicating a news analysis or feature broadcast.

NEW CBS PACIFIC NETWORK PROGRAMS

DWIGHT EDWARDS CO. **Untitled Music** *Starts Sept. 17*	Sunday 5:30–5:55 p.m. PWT ORIGINATES: KNX	Coffee *McCann-Erickson, Inc.*
GROVE LABORATORIES, INC. **Bill Haworth** and the News	Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Cold Tablets and B-Complex Vitamins *Russell M. Seeds Company*
HERMAN BASCH & COMPANY *(3rd Week on CBS)* **Ona Munson In Hollywood** *Hollywood news*	Thursday 3:15–3:30 p.m. PWT ORIGINATES: KNX	Hammered Brand Furs *Kelly, Nason, Inc.*

NEW CBS CALIFORNIA NETWORK PROGRAMS

WILSHIRE OIL COMPANY **That's a Good Idea** *Drama*	Saturday 6:30–6:45 p.m. PWT ORIGINATES: KNX	Motor Oil *Dan B. Miner Agency*

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

Page 4	**ALLEGHENY-LUDLUM STEEL CORPORATION**	Effective Sept. 23—Cancel series.
Page 6	**CAMPBELL SOUP COMPANY**	Change time of "The Jack Carson Show" to Wednesday 9:30-10:00 p.m.
Page 7	**CUDAHY PACKING COMPANY**	List program as "Tena and Tim".
Page 7	**ELECTRIC COMPANIES ADVERTISING PROGRAM**	Effective Sept. 20. Resume series. List program as "The Electric Hour" with Nelson Eddy.
Page 8	**GENERAL ELECTRIC**	Change in products and agency: Mon., Tues., Thurs., Fri.—Electronics, Maxon, Inc.; Wed.—Electrical appliances, Young & Rubicam, Inc.; Sat.—Institutional, Batten, Barton, Durstine & Osborn, Inc.

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Page 8	**GENERAL FOODS CORPORATION**	Effective Sept. 17—Change time on "Kate Smith Hour" to Sunday 7:00-8:00 p.m., Rebroadcast: 11:30 p.m.-12:30 a.m. Change number of stations to 143.
Page 9		Cancel "Maxwell House Iced Coffee Time" series.
Page 10	**LEVER BROTHERS COMPANY**	Effective Sept. 20—Change origination of "The Frank Sinatra Show" to WABC.
Page 11	**LOCKHEED AIRCRAFT CORP.**	Cancel series.
Page 12	**NOXZEMA CHEMICAL CO.**	Change time to Saturday 7:00-7:30 p.m. Rebroadcast: 10:15-10:45 p.m.
Page 12	**PABST SALES CO.**	Change listing to "The Kenny Baker Program".
Page 12	**PACIFIC COAST BORAX CO.**	Change listing to "Death Valley Sheriff".
Page 14	**ROMA WINE CO., INC.**	Effective Sept. 14—Shift rebroadcast time to Thursday 12:00-12:30 a.m.
Page 14	**SCHENLEY IMPORT CORP.**	Cancel "The Doctor Fights" program.
Page 15	**THE TEXAS COMPANY**	Change origination to WABC.
Page 16	**WM. WRIGLEY, JR., COMPANY**	Effective Sept. 16—Change time of "America In the Air" to Saturday 7:30-8:00 p.m., Rebroadcast 11:00-11:30 p.m. Effective Sept. 12—Change time of "Service to the Front" to Tuesday 10:00-10:30 p.m. Cancel repeat broadcasts.

KEY TO BACK COVER (same sequence as cover)

LLAN JONES Fed. 8 pm EWT	JANE AND GODDMAN ACE Easy Aces Wed. 7:30 pm EWT	JESSICA DRAGONETTE Saturday Night Serenade Sat. 9:45 pm EWT	JANET WALOO Corliss Archer Thurs. 9:30 pm EWT	MAJOR BOWES Major Bowes' Amateurs Thurs. 9 pm EWT
RRY DOUGLAS e's To Romance rs. 10:30 pm EWT	First Line Thurs. 10 pm EWT	RAYMOND MASSEY This Is My Best Starts Sept.5 Tues. 9:30 pm EWT	BENNETT KILPACK Mr. Keen Tracer Of Lost Persons Thurs. 7:30 pm EWT	EILEEN FARRELL American Melody Hour Tues. 7:30 pm EWT
Big Town ues. 8 pm EWT	DICK YORK That Brewster Boy Fri. 9:30 pm EWT	KAY PENTON Friday on Broadway Fri. 7:30 pm EWT	RAYMOND JOHNSON Inner Sanctum Sat. 8:30 pm EWT	Service To The Front Fri. 8:30 pm EWT
AN TENNYSON Moments In Music Wed. 10 pm EWT	JACK CARSON The Jack Carson Show Wed. 9:30 pm EWT	America In The Air Sat. 7:30 pm EWT	EDWARD R. MURROW Sun. 1:45 pm EWT	NED CALMER Ned Calmer and the News Sat., Sun. 8:55 pm EWT
LLIAM L. SHIRER Sun. 5:45 pm EWT	BILL HENRY Mon. thru Fri. 8:55 pm EWT	VICTOR JORY Dangerously Yours Sun. 2 pm EWT	JOHNNY MORGAN The Johnny Morgan Show Mon. 10:30 pm EWT	Dateline Mon. 7:15 pm EWT
DWIN C. HILL man Side of the News ues. 6:15 pm EWT	JOSEPH C. HARSCH Meaning of the News Mon. thru Fri. 1:45 pm EWT	CLAIRE NIESEN We Who Dream Fri. 7:15 pm EWT	LYN MURRAY To Your Good Health Mon., Wed., Fri. 6:15 pm EWT	JAY C. FLIPPEN Correction Please Sat. 10:15 pm EWT
MAJOR GE FIELDING ELIOT CBS World News Thurs 6 pm EWT	JACK MACBRYDE Death Valley Days Thurs. 8:30 pm EWT	CHARLIE RUGGLES Maxwell House Iced Coffee Time Off Aug. 25 Fri. 8 pm EWT	JACK PEPPER The Jack Pepper Show Tues. 9 pm EWT	NORMAN CORWIN Columbia Presents Corwin Tues. 10 pm EWT

MONTHLY CORRECTIONS • CBS PACIFIC NETWORK PROGRAMS

Page 17	**HUNT BROTHERS PACKING CO.**	Cancel "William Winter" and "Hollywood Barn Dance".
Page 17	**LOS ANGELES SOAP COMPANY**	Change time to Mon. thru Fri. 1:15-1:30 p.m.
Page 18	**PLANTERS NUT AND CHOCOLATE COMPANY**	Change time to Sunday 9:30-10:00 p.m. PWT.
Page 18	**SIGNAL OIL COMPANY**	Effective Sept. 20—Change time to Wednesday 9:30-10:00 p.m. PWT.
Page 19	**WESTERN SUGAR REFINERY**	Effective Sept. 17—Change time to Sunday 3:30-4:00 p.m. PWT.

MONTHLY CORRECTIONS • CBS CALIFORNIA NETWORK PROGRAMS

Page 19	**BEKINS VAN AND STORAGE CO.**	Effective Sept. 22—Cancel series.
Page 19	**KAY JEWELRY COMPANY**	Effective Sept. 10—Cancel series.

KEY TO BACK COVER (same sequence as cover)

LLAN JONES Wed. 8 pm EWT	JANE AND GOOOMAN ACE Easy Aces Wed. 7:30 pm EWT	JESSICA DRAGONETTE Saturday Night Serenade Sat. 9:45 pm EWT	JANET WALDO Corliss Archer Thurs. 9:30 pm EWT	MAJOR BOWES Major Bowes' Amateurs Thurs. 9 pm EWT
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THE COLUMBIA BROADCASTING SYSTEM

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CBS PROGRAM BOOK · AUTUMN, 1944

BS PROGRAM BOOK · FALL & WINTER, 1944

THE COVER: *"An unforgettable demonstration of the power of music in a democracy"—that is how Olin Downes, music critic of the New York Times, described the spectacle of 20,000 Americans in Madison Square Garden on October 1, 1944 listening to the New York Philharmonic-Symphony Orchestra. This great musical ensemble is broadcast every Sunday from 3:00 to 4:30 p.m. EWT, in Carnegie Hall over the full CBS network and also goes by shortwave and recording overseas.*

FALL & WINTER, 1944

THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York 22, N.Y.

November 1, 1944

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All time listed on the following pages is Eastern War Time unless otherwise indicated.

"Weeks on CBS" as of November 1, 1944

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ADMIRAL CORPORATION *(108th Week on CBS)* **World News Today** *News*	Sunday 2:30–2:55 p.m. 61 CBS stations ORIGINATES: WABC	Admiral Radio Institutional *Cruttenden & Eger*
AMERICAN OIL COMPANY *(264th Week on CBS)* **CBS World News** *News* **Edward R. Murrow** *News*	Thursday 6:00–6:15 p.m. 57 CBS stations ORIGINATES: WABC Sunday 1:45–2:00 p.m. 61 CBS stations ORIGINATES: BBC, LONDON	Amoco-Gas, American Gas and Services *Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(443rd Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Frank Sinatra, Joan Edwards, The Hit Paraders *Music*	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 142 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Foote, Cone & Belding*
ANACIN COMPANY *(404th Week on CBS)* **Our Gal, Sunday** *Serial drama* **Easy Aces** *Serial comedy-drama* **Friday on Broadway** *Music*	Mon. thru Fri. 12:45–1:00 p.m. 131 CBS stations ORIGINATES: WABC Wednesday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WABC Friday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin *Dancer-Fitzgerald-Sample*
ANCHOR-HOCKING GLASS CORP. *(43rd Week on CBS)* **Corliss Archer** *Dramatic series*	Thursday 9:30–10:00 p.m. 121 CBS stations ORIGINATES: KNX	Glass Products *William H. Weintraub & Co., Inc.*
ARMOUR & COMPANY *(73rd Week on CBS)* **+Hedda Hopper's Hollywood** *Woman's commentary*	Monday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 140 CBS stations ORIGINATES: KNX	Meat & Dairy Products *Foote, Cone & Belding*

+Program or client not listed in Autumn Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ARMSTRONG CORK COMPANY *(160th Week on CBS)* **Armstrong's Theater of Today** *Drama*	Saturday 12 noon–12:30 p.m. 135 CBS stations ORIGINATES: WABC	Armstrong's Floor Coverings *Batten, Barton, Durstine & Osborn, Inc.*
P. BALLANTINE & SONS *(86th Week on CBS)* **The Johnny Morgan Show** *Variety*	Monday 10:30–11:00 p.m. 43 CBS stations ORIGINATES: WABC	Ballantine Beer & Ale *J. Walter Thompson Co.*
BALLARD & BALLARD CO. *(91st Week on CBS)* **Renfro Valley Folks** *Serial drama*	Wed., Thurs., Fri., Sat. 8:15–8:30 a.m. Sunday 9:15–9:45 a.m. 27 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*
BAYER COMPANY *(474th Week on CBS)* **American Melody Hour** with Eileen Farrell, Bob Hannon, Evelyn MacGregor, orchestra and chorus *Music*	Tuesday 7:30–8:00 p.m. 121 CBS stations ORIGINATES: WABC	Bayer Aspirin *Dancer-Fitzgerald-Sample*
BOURJOIS, INC. *(276th Week on CBS)* **Here's To Romance** with Ray Bloch's Orchestra, Larry Douglas, and guests *Variety*	Thursday 10:30–11:00 p.m. 122 CBS stations ORIGINATES: WABC	Evening in Paris Perfumes & Cosmetics *Foote, Cone & Belding*
BOWEY'S, INC. *(283rd Week on CBS)* **Stars Over Hollywood** with Art Gilmore and guest stars *Original drama*	Saturday 12:30–1:00 p.m. 50 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
CAMPBELL SOUP COMPANY *(516th Week on CBS)* **The Jack Carson Show** with Freddie Martin's orchestra *Variety*	Wednesday 8:00–8:30 p.m. *Rebroadcast 12:00–12:30 a.m.* 121 CBS stations ORIGINATES: KNX	Campbell's Soups, Baked Beans, Tomato Juice *Foote, Cone & Belding*
Radio Reader's Digest with Conrad Nagel, Don Bryan's orchestra, and guest stars *Drama*	Sunday 9:00–9:30 p.m. 122 CBS stations 28 CBC stations ORIGINATES: WABC	*Ward Wheelock Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CELANESE CORPORATION OF AMERICA *(147th Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Music*	Wednesday 10:00–10:30 p.m. 136 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc.*
CENTAUR DIVISION, STERLING DRUG, INC. *(270th Week on CBS)* **Big Town** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast 12:00–12:30 a.m.* 123 CBS stations 26 CBC stations ORIGINATES: WABC	Ironized Yeast *Pedlar & Ryan Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(312th Week on CBS)* **Dr. Christian** with Jean Hersholt *Drama*	Wednesday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 141 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*
CHRYSLER CORPORATION *(451st Week on CBS)* **Major Bowes' Amateurs** *Variety*	Thursday 9:00–9:30 p.m. 140 CBS stations ORIGINATES: WABC	Institutional *Ruthrauff & Ryan, Inc.*
COCA-COLA COMPANY *(271st Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and guests *Music*	Sunday 4:30–5:00 p.m. 139 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(459th Week on CBS)* **Colgate Theater of Romance** *Drama*	Tuesday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 125 CBS stations ORIGINATES: WABC	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Inner Sanctum *Mystery drama*	Saturday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 123 CBS stations ORIGINATES: WABC	Palmolive Shave Cream *Ted Bates, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
+**Blondie** *Comedy*	Sunday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 mid.* 140 CBS stations ORIGINATES: KNX	Super Suds *Wm. Esty & Co., Inc.*
CONTINENTAL BAKING CO., INC. *(512th Week on CBS)* **Bachelor's Children** *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 47 CBS stations ORIGINATES: WBBM	Wonder Bread, Hostess Cake *Ted Bates, Inc.*
CORN PRODUCTS REFINING CO. *(421st Week on CBS)* **Stage Door Canteen** *Variety*	Friday 10:30–11:00 p.m. 53 CBS stations ORIGINATES: WABC	All Products *C. L. Miller Company*
CREAM OF WHEAT CORP. *(221st Week on CBS)* **Let's Pretend** *Drama*	Saturday 11:05–11:30 a.m. 141 CBS stations ORIGINATES: WABC	Cream of Wheat Cereal *Batten, Barton Durstine & Osborn, Inc.*
CRESTA BLANCA WINE CO. *(81st Week on CBS)* **This Is My Best** *Drama*	Tuesday 9:30–10:00 p.m. 73 CBS stations ORIGINATES: WABC	Cresta Blanca Wines *Batten, Barton, Durstine, & Osborn, Inc.*
CUDAHY PACKING COMPANY *(394th Week on CBS)* +**Tena & Tim** *Dramatic serial*	Mon. thru Fri. 3:15–3:30 p.m. 43 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser *Grant Advertising, Inc.*
CURTISS CANDY COMPANY *(213th Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 138 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
ELECTRIC COMPANIES ADVERTISING PROGRAM *(60th Week on CBS)* +**The Electric Hour** with Nelson Eddy *Variety*	Wednesday 10:30–11:00 p.m. 137 CBS stations ORIGINATES: KNX	Institutional *N. W. Ayer & Son, Inc.*

+*Program or client not listed in Autumn Program Book*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
EMERSON DRUG COMPANY *(234th Week on CBS)* **Vox Pop** with Parks Johnson and Warren Hull *Interview quiz*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 126 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*
EVERSHARP, INC. *(265th Week on CBS)* **Take It or Leave It** with Phil Baker and Ray Bloch's Orchestra *Quiz*	Sunday 10:00–10:30 p.m. 142 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencil Red Top Leads *The Biow Company*
GENERAL ELECTRIC *(139th Week on CBS)* **The World Today** *News*	Mon. thru Sat. 6:45–6:55 p.m. 132 CBS stations ORIGINATES: WABC AND REMOTE	Institutional *Batten, Barton, Durstine & Osborn, Inc.* Electronics Division *Maxon, Inc.* GE Appliances *Young & Rubicam, Inc*
GENERAL FOODS CORPORATION *(496th Week on CBS)* **Kate Smith Hour** with Kate Smith, Ted Collins, Jack Miller's Orchestra and guest stars *Variety*	Sunday 7:00–8:00 p.m. 141 CBS stations ORIGINATES: WABC	Jell-O Jell-O Puddings, Sanka *Young & Rubicam, Inc.*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. 116 CBS stations ORIGINATES: WABC	Calumet, Swansdown *Young & Rubicam, Inc.*
Joyce Jordan, M.D. *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 122 CBS stations ORIGINATES: WABC	Grapenuts & Grapenuts Wheatmeal *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 122 CBS stations ORIGINATES: WABC	Post's 40% Bran Flakes *Benton & Bowles, Inc.*
†**Toasties Time** with Fannie Brice *Variety*	Sunday 6:30–7:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 143 CBS stations ORIGINATES: KNX	Post Toasties *Benton & Bowles, Inc.*

†*Program or client not listed in Autumn Program Book*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
***Two On A Clue** *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 122 CBS stations ORIGINATES: WABC	LaFrance, Satina, Postum, Post's Raisin Bran *Young & Rubicam, Inc.*
***The Aldrich Family** *Comedy*	Friday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 120 CBS stations 27 CBC stations ORIGINATESS WABC	Postum *Young & Rubicam, Inc.*
***The Adventures of the Thin Man** *Mystery*	Friday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 129 CBS stations 28 CBC stations ORIGINATES: WABC	Maxwell House Coffee & Grapenuts & Grapenuts Wheatmeal *Young & Rubicam, Inc.*
GENERAL MILLS, INC. *(544th Week on CBS)*		
Light of the World *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *11:30–11:45 a.m.* 60 CBS stations ORIGINATES: WABC	Softasilk Flour, Kix *Dancer-Fitzgerald-Sample*
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *11:15–11:30 a.m.* 59 CBS stations ORIGINATES: WABC	Cheeri-Oats *Dancer-Fitzgerald-Sample*
B. F. GOODRICH CO. *(85th Week on CBS)*		
Meaning of the News with Joseph C. Harsch *News*	Mon. thru Fri. 6:55–7:00 p.m. 128 CBS stations ORIGINATES: WTOP AND WABC	Rubber Goods *Batten, Barton, Durstine & Osborn, Inc.*
GULF OIL CORPORATION *(559th Week on CBS)*		
We, the People, at War with Milo Boulton and Oscar Bradley's orchestra *Real life experiences*	Sunday 10:30–11:00 p.m. 101 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*
THE HUDSON COAL COMPANY *(58th Week on CBS)*		
CBS News of the World *News*	Sunday 9:00–9:15 a.m. 21 CBS stations ORIGINATES: WABC	"D&H" Anthracite *The Clements Company, Inc.*

**Program or client not listed in Autumn Program Book*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
INTERNATIONAL SILVER COMPANY *(348th Week on CBS)* **+Adventures of Ozzie & Harriet** *Variety*	Sunday 6:00–6:30 p.m. 143 CBS stations 21 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
JOHNS-MANVILLE CORPORATION *(169th Week on CBS)* **Bill Henry** *News*	Mon. thru Fri. 8:55–9:00 p.m. 62 CBS stations ORIGINATES: WABC AND WTOP	Building Material *J. Walter Thompson Co.*
JOHNSON & JOHNSON *(186th Week on CBS)* **Edwin C. Hill** The Human Side of the News *News*	Tuesday 6:15–6:30 p.m. *Rebroadcast 12:30–12:45 a.m.* 140 CBS stations ORIGINATES: WABC	First Aid Products *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(612th Week on CBS)* **Mr. Keen, Tracer of Lost Persons** *Mystery drama*	Thursday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WABC	Kolynos & Hill's Cold Tablets *Dancer-Fitzgerald-Sample*
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 132 CBS stations ORIGINATES: WABC	Kolynos and Bisodol
LADY ESTHER, LTD. *(568th Week on CBS)* **Screen Guild Players** *Drama*	Monday 10:00–10:30 p.m. 123 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *The Biow Company*
LEVER BROTHERS COMPANY *(482nd Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen and Lou Silvers' Orchestra *Drama*	Monday 9:00–10:00 p.m. 142 CBS stations 26 CBC stations ORIGINATES: KNX	Lux Soap & Flakes *J. Walter Thompson Co.*
Burns and Allen with Felix Mills' Orchestra *Comedy—Variety*	Tuesday 9:00–9:30 p.m. 140 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc.*

+Program or client not listed in Autumn Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
The Frank Sinatra Show *Variety*	Wednesday 9:00–9:30 p.m. 138 CBS stations ORIGINATES: WABC	Vimms *J. Walter Thompson Co.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12 noon 76 CBS stations 31 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 140 CBS stations 30 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *3:30–3:45 p.m.* 139 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
LEWIS-HOWE COMPANY *(125th Week on CBS)* **Correction, Please** with J. C. Flippen and Jack Shilkret's Orchestra *Quiz*	Saturday 10:15–10:45 p.m. 53 CBS stations ORIGINATES: WABC	Tums *Roche, Williams & Cleary, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(626th Week on CBS)* †**Music That Satisfies** featuring Martin Block and Johnnie Johnston *Variety*	Tues., Wed., Thurs. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 126 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co.*
P. LORILLARD COMPANY *(357th Week on CBS)* †**Which Is Which?** with Richard Himber's Orchestra and guest stars *Variety-quiz*	Wednesday 9:30–10:00 p.m. 140 CBS stations ORIGINATES: KNX	Old Gold Cigarettes *Lennen & Mitchell, Inc.*
†**MANHATTAN SOAP CO. INC.** *(193rd Week on CBS)* Starts November 20, 1944	Mon. thru Fri. 5:15–5:30 p.m. 28 CBS stations ORIGINATES: WABC	Sweetheart Soap *Duane Jones Co.*

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
†MARYLAND PHARMACEUTICAL CO. *(6th Week on CBS)* †**Bob Trout** *News*	Saturday 6:55–7:00 p.m. 13 CBS stations ORIGINATES: WABC	Rem, Rel *Joseph Katz Co.*
MINNEAPOLIS-HONEYWELL REGULATOR CO. *(73rd Week on CBS)* **Blue Jacket Choir** with Danny O'Neil *Music*	Sunday 11:05–11:30 a.m. 123 CBS stations ORIGINATES: GREAT LAKES NAVAL TRAINING STATION	Institutional *Addison Lewis & Associates*
NOXZEMA CHEMICAL CO. *(113th Week on CBS)* **Mayor of the Town** with Lionel Barrymore *Drama*	Saturday 7:00–7:30 p.m. *Rebroadcast* *10:15–10:45 p.m.* 57 CBS stations ORIGINATES: KNX	All Products *Ruthrauff & Ryan, Inc.*
PABST SALES CO. *(83rd Week on CBS)* †**Kenny Baker Show** with Robert Armbruster's Orchestra *Comedy variety*	Saturday 8:00–8:30 p.m. 131 CBS stations ORIGINATES: KNX	Pabst Blue Ribbon Beer *Warwick & Legler, Inc.*
PACIFIC COAST BORAX CO. *(173rd Week on CBS)* **Death Valley Sheriff** *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 62 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo, *McCann-Erickson, Inc.*
THE PARKER PEN CO. *(122nd Week on CBS)* †**Bob Trout and the News**	Sat., Sun. 8:55–9:00 p.m. 140 CBS stations ORIGINATES: WABC	Pens, Pencils Quink *J. Walter Thompson Co.*
PET MILK SALES CORPORATION *(571st Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus *Music*	Saturday 9:45–10:15 p.m. 68 CBS stations ORIGINATES: WABC	Irradiated Pet Milk *Gardner Advertising Company*
Mary Lee Taylor Home Economist *Talks*	Saturday 10:30–11:00 a.m. *Rebroadcast* *2:00–2:30 p.m.* 83 CBS stations ORIGINATES: KMOX	

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CHARLES H. PHILLIPS CHEMICAL CO. *(363rd Week on CBS)*	Mon. thru Fri. 11:00–11:15 a.m. 43 CBS stations ORIGINATES: WABC	Phillips Tablets & Tooth Paste *Dancer-Fitzgerald-Sample*
Amanda of Honeymoon Hill *Serial drama*		
PHILIP MORRIS & COMPANY, LTD. *(429th Week on CBS)*	Sunday 8:30–8:55 p.m. *Rebroadcast 11:00–11:25 p.m.* 122 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company*
Crime Doctor *Mystery drama*		
It Pays To Be Ignorant *Comedy*	Friday 9:00–9:30 p.m. *Rebroadcast 11:30 p.m.–12 mid.* 122 CBS stations ORIGINATES: WABC	
PILLSBURY MILLS, INC. *(320th Week on CBS)*	Saturday 1:00–1:25 p.m. 119 CBS stations ORIGINATES: WABC	All Products *McCann-Erickson, Inc.*
Grand Central Station *Drama*		
THE PROCTER & GAMBLE CO. *(522nd Week on CBS)*	Mon. thru Fri. 1:45–2:00 p.m. 69 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
The Goldbergs *Serial drama*		
I Love A Mystery *Serial drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast 11:00–11:15 p.m.* 73 CBS stations ORIGINATES: KNX	Ivory Soap Oxydol *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 65 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 68 CBS stations ORIGINATES: WBBM	Oxydol *Dancer-Fitzgerald-Sample*
Bernadine Flynn *News*	Mon. thru Fri. 1:30–1:45 p.m. 41 CBS stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Perry Mason *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 46 CBS stations ORIGINATES: WABC	Camay *Pedlar & Ryan Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(282nd Week on CBS)* **Prudential Family Hour** with Patrice Munsel, Jack Smith, Jose Ferrer, Reed Kennedy, Al Goodman's Orchestra, and chorus *Music*	Sunday 5:00–5:45 p.m. 123 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
THE QUAKER OATS COMPANY *(153rd Week on CBS)* **That Brewster Boy** *Comedy drama*	Friday 9:30–10:00 p.m. 123 CBS stations 21 CBC stations ORIGINATES: WBBM	Quaker Food Products *Ruthrauff & Ryan, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(599th Week on CBS)* **Moore and Durante Show** with Georgia Gibbs and Roy Bargy's Orchestra *Variety* **Thanks to the Yanks** with Bob Hawk *Quiz*	Friday 10:00–10:30 p.m. 132 CBS stations ORIGINATES: KNX Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 134 CBS stations ORIGINATES: WABC	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
ROMA WINE CO., INC. *(86th Week on CBS)* **Suspense** *Mystery drama*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 81 CBS stations ORIGINATES: KNX	Roma Wines *The Biow Company*
SERVEL, INC. *(95th Week on CBS)* **Billie Burke Show** *Household advice*	Saturday 11:30 a.m.–12 noon 136 CBS stations ORIGINATES: WABC	Refrigerators & Air Conditioning *Batten, Barton, Durstine & Osborn, Inc.*
SOUTHERN COTTON OIL CO. *(107th Week on CBS)* **Irene Beasley** *Songs*	Mon. thru Fri. 3:15–3:30 p.m. 46 CBS stations ORIGINATES: WABC	Wesson Oil and Snowdrift *Kenyon & Eckhardt, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
E. R. SQUIBB & SONS *(225th Week on CBS)* **To Your Good Health** Lynn Murray's Orchestra and Chorus *Music*	Mon., Wed., Fri. 6:15–6:30 p.m. 129 CBS stations ORIGINATES: WABC	Squibb Products *Batten, Barton, Durstine & Osborn, Inc.*
STANDARD BRANDS, INC. *(207th Week on CBS)* **Mary Marlin** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. 141 CBS stations ORIGINATES: WABC	Tenderleaf Tea & Fleischmann's Yeast *J. Walter Thompson Co.*
This Changing World *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 4:00–4:15 p.m.* 140 CBS stations ORIGINATES: WABC	Coffee-Desserts *Ted Bates, Inc.*
THE TEXAS COMPANY *(360th Week on CBS)* **Texaco Star Theater** James Melton and Al Goodman's Orchestra *Variety*	Sunday 9:30–10:00 p.m. 124 CBS stations 19 CBC stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
UNITED STATES RUBBER CO. *(127th Week on CBS)* **New York Philharmonic Symphony** *Music*	Sunday 3:00–4:30 p.m. 121 CBS stations ORIGINATES: WABC	Institutional *Campbell-Ewald Co., Inc.*
U. S. TOBACCO COMPANY *(491st Week on CBS)* **Gay Nineties Revue** starring Lillian Leonard, Joe E. Howard, Floradora Girls, Elm City Four, Jenny Lynn *Music*	Monday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 68 CBS stations ORIGINATES: WABC	Dill's Best, Model Smoking Tobacco *Arthur Kudner, Inc.*
VICK CHEMICAL COMPANY *(170th Week on CBS)* +**"The Matinee Theater"** starring Victor Jory *Drama*	Sunday 2:00–2:30 p.m. 122 CBS stations ORIGINATES: WABC	All Products *Morse International, Inc.*
R. L. WATKINS CO. *(117th Week on CBS)* **Second Husband** *Serial drama*	Mon. thru Fri. 11:15–11:30 a.m. 43 CBS stations ORIGINATES: WABC	Dr. Lyons Tooth Powder, Bayer Aspirin *Dancer-Fitzgerald-Sample*

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
J. B. WILLIAMS COMPANY *(47th Week on CBS)* **William L. Shirer** *News*	Sunday 5:45–6:00 p.m. 141 CBS stations ORIGINATES: WABC	Williams Shaving Cream *J. Walter Thompson Co.*
WM. WRIGLEY, JR., COMPANY *(645th Week on CBS)* **America in the Air** *Air Corps dramatic series*	Saturday 7:30–8:00 p.m. *Rebroadcast* *11:00–11:30 p.m.* 141 CBS stations ORIGINATES: WBBM	Doublemint Gum *J. Walter Thompson Co.*
The First Line *Drama*	Thursday 10:00–10:30 p.m. 140 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
Service to the Front *Drama*	Tuesday 10:00–10:30 p.m. 139 CBS stations ORIGINATES: WBBM	Chewing Gum *Arthur Meyerhoff & Co.*
COLUMBIA PACIFIC NETWORK		
+HERMAN BASCH & CO. *(13th Week on CBS)* **Ona Munson in Hollywood** *Woman's Commentary*	Thursday 3:15–3:30 p.m. PWT ORIGINATES: KNX	Hammer Brand Furs *Kelly Nason, Inc.*
CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION *(137th Week on CBS)* **Dave Vaile and the News**	Saturday 8:55–9:00 p.m. PWT ORIGINATES: KNX	Sunsweet Prunes and Apricots *Long Advertising Service*
+CAMPANA SALES CORP. *(240th Week on CBS)* **Don't You Believe It** *Narrative-Drama*	Saturday 9:45–10:00 p.m. PWT ORIGINATES: KNX	Solitair Cake Make-up *Wallace-Ferry-Hanly Co.*
COLONIAL DAMES, INC. *(253rd Week on CBS)* **Song of the Week** *Music*	Sunday 8:25–8:30 p.m. PWT ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
+DAY & NIGHT MANUFACTURING CO. *(4th Week on CBS)* **Dr. Wallace Sterling** *News*	Monday 8:55–9:00 p.m. PWT ORIGINATES: KNX	Water Heaters & Equipment *Hixson-O'Donnell Adv. Inc.*

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
P. DUFF & SONS, INC. *(57th Week on CBS)* ***Burton Wheeler** *Talks*	Mon., Wed., Fri. 5:00–5:15 p.m. PWT ORIGINATES: KNX	Ready-To-Bake Mixes *W. Earl Bothwell Advertising Agency*
"42" PRODUCTS, INC. *(22nd Week on CBS)* **This Is My Story** *Drama*	Saturday 6:00–6:30 p.m. PWT ORIGINATES: KNX	Hair Oil & Other Products *Hillman-Shane-Breyer, Inc.*
***GALLENKAMP STORES CO.** *(27th Week on CBS)* **Tobe Reed** *Human Interest News*	Friday 9:55–10:00 p.m. PWT ORIGINATES: KNX	Shoes *Long Advertising Service*
GENERAL MILLS, INC. *(544th Week on CBS)* **Nelson Pringle** *News*	Mon. thru Fri. 7:45–8:00 a.m. PWT ORIGINATES: KQW	Wheaties *Knox Reeves Advertising, Inc.*
ANDREW JERGENS COMPANY *(15th Week on CBS)* **Tonight In Hollywood** *Drama*	Friday 6:00–6:15 p.m. PWT ORIGINATES: KNX	Jergens Lotion *Lennen & Mitchell Inc.*
LOS ANGELES SOAP COMPANY *(264th Week on CBS)* **Bob Andersen** *News*	Mon. thru Fri. 1:15–1:30 p.m. PWT ORIGINATES: KNX	White King Soap Sierra Pine Soap Scotch Cleanser *Raymond R. Morgan Co.*
MANHATTAN SOAP CO. *(193rd Week on CBS)* **Bill Haworth** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Sweetheart Soap *Duane Jones Co.*
MILES CALIFORNIA COMPANY *(41st Week on CBS)* **The Story of Sandra Martin** *Mystery drama*	Mon. thru Fri. 4:00–4:15 p.m. PWT ORIGINATES: KNX	Alka Seltzer and One-A-Day Vitamins *Wade Advertising Agency*

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PACKARD BELL COMPANY *(30th Week on CBS)* **The Press Club** *Drama*	Friday 8:15–8:30 p.m. PWT ORIGINATES: KNX	Institutional *Barton A. Stebbins*
PETER PAUL, INC. *(211th Week on CBS)* **Truman Bradley** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos *Brisacher & Van Norden, Inc.*
PLANTERS NUT AND CHOCOLATE COMPANY *(209th Week on CBS)* **Harry W. Flannery** *News*	Tues., Thurs., Sat. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Planters Peanut Oil, Salted Peanuts *Erwin Wasey & Company*
The Adventures of Bill Lance *Mystery drama*	Sunday 9:00–9:30 p.m. PWT ORIGINATES: KNX	All Products *Erwin Wasey & Company*
†SAFEWAY STORES *(4th Week on CBS)* **†Rhythm Inn** *Variety*	Sunday 5:30–5:55 p.m. PWT ORIGINATES: KNX	Dwight Edwards Coffee *McCann-Erickson, Inc.*
SIGNAL OIL COMPANY *(72nd Week on CBS)* **The Whistler** *Mystery drama*	Monday 9:00–9:30 p.m. PWT ORIGINATES: KNX	All Products *Barton A. Stebbins*
SOIL OFF MANUFACTURING COMPANY *(195th Week on CBS)* **Truman Bradley** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. PWT ORIGINATES: KNX	"Soil Off" for all painted surfaces *Western Advertising Agency*
VICK CHEMICAL COMPANY *(170th Week on CBS)* **Dr. Wallace Sterling** *News*	Tues., Wed., Thurs. 8:55–9:00 p.m. PWT ORIGINATES: KNX	All Products *Morse International, Inc.*

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA PACIFIC NETWORK		
WASHINGTON COOPERATIVE EGG & POULTRY ASSN. *(32nd Week on CBS)* **Dr. Wallace Sterling** *News*	Saturday 7:45–8:00 a.m. PWT ORIGINATES: KNX	All Products *Pacific National Advertising Agency*
WESTERN SUGAR REFINERY *(71st Week on CBS)* **I Was There** *Real life experiences*	Sunday 3:30–4:00 p.m. PWT ORIGINATES: KNX	Sea Island Sugar *J. Walter Thompson Co.*
COLUMBIA CALIFORNIA NETWORK		
BEKINS VAN AND STORAGE CO. *(162nd Week on CBS)* **Harry W. Flannery** *News*	Mon., Wed., Fri. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
COLDSTREAM PRODUCTS CO. *(2nd Week on CBS)* ***Money on the Line** *Quiz*	Wednesday 9:30–10:00 p.m. PWT ORIGINATES: KNX	Sunnybank Margarine *McCann-Erickson Inc.*
GROVE LABORATORIES, INC. *(81st Week on CBS)* ***Riders of the Purple Sage** *Drama*	Friday 6:15–6:30 p.m. PWT ORIGINATES: KNX	Cold Tablets and B-Complex Vitamins *Russell M. Seeds Co.*
***Bill Haworth** and the News	Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX	
***WILSHIRE OIL COMPANY** *(9th Week on CBS)* ***That's a Good Idea** *Drama*	Saturday 6:30–6:45 p.m. PWT ORIGINATES: KNX	Motor Oil *Dan B. Miner Agency*
YELLOW CAB CO. *(30th Week on CBS)* **The Story Teller** *Narration*	Saturday 7:45–8:00 p.m. PWT ORIGINATES: KQW	Cab Service *Rhoades & Davis*

**Program or client not listed in Autumn Program Book*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting* and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

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SPECIAL BROADCASTS: SUMMER-AUTUMN . . . . . *Page 30*

CBS TELEVISION . . . . . *Page 33*

PROGRAM AND TIME	DESCRIPTION
News Broadcasts 8:00–8:15 a.m. 11:00–11:10 p.m. MONDAY THRU SATURDAY 9:00–9:15 a.m. SUNDAY THRU SATURDAY 3:45–4:00 p.m. MONDAY THRU FRIDAY	Columbia's air reporters—at the fighting fronts, in foreign capitals, in New York and in Washington—cover the war in a regular news pattern, so dovetailed with sponsored news programs as to afford frequent reports throughout the day.
News Summaries 1:00 a.m. SUNDAY THRU SATURDAY 6:00–6:15 p.m. EACH SATURDAY	Edward R. Murrow, Larry Lesueur, Bill Downs, Charles Collingwood, Charles Shaw, Richard Hottelet, Ned Calmer, Bill Shadell, Eric Sevareid, Howard K. Smith report from London and Western Europe; Winston Burdett and Farnsworth Fowle from the Mediterranean; Glenn Stadler from Madrid; George Moorad from Moscow; William J. Dunn from Southwest Pacific; Webley Edwards, Tim Leimert, Gene Rider, and John Adams from Honolulu and Central Pacific; Glen Akins from Chungking; Hugh Jenks from Buenos Aires; Quincy Howe, Bob Trout, Major George Fielding Eliot, William L. Shirer, John Daly, Everett Holles, Doug Edwards, and Allan Jackson from New York; Bill Henry, Don Pryor, Albert Leitch, William Costello, Tris Coffin, Joseph C. Harsch from Washington.
News Analyses 11:10–11:15 p.m. SUNDAY THRU SATURDAY	William L. Shirer Bob Trout Major George Fielding Eliot Quincy Howe Everett Holles Bill Henry (See also sponsored news programs)
Report from Washington 4:00–4:15 p.m. EACH SATURDAY BEGINS DEC. 9	From Columbia's news bureau in Washington, one of Columbia's ace reporters will present an informal weekly summary of diplomatic, political and legislative trends.

PROGRAM AND TIME	DESCRIPTION
Trans-Atlantic Call: People to People 12:30–1:00 p.m. EACH SUNDAY	On alternate Sundays the British Broadcasting Corporation and the Columbia Broadcasting System shake hands across the ocean. In this half hour program, British and American audiences are presented with a picture of the national characteristics and attitudes of the two countries. The audiences of the two nations learn the reasons for the apparent differences between them, at the same time realizing the basic similarity in their attitudes and behavior.
Calling Pan-America 6:15–6:45 p.m. EACH THURSDAY	CBS draws the Americas closer together with this weekly program short-waved from Latin-American capitals. The series "calls" a different nation to the microphone each Saturday, and presents a vivid radio picture of its life, culture and music.
Viva America! 11:30–12:00 midnight EACH THURSDAY	An entertaining musical review broadcast simultaneously in U.S., Latin America, and throughout other parts of the world, highlights the colorful and authentic rhythms of all the Americas. Vera Holly, North American song stylist and various Pan-American artists add their talent to a colorful "good neighbor show."
Youth On Parade 10:00–10:30 a.m. EACH SATURDAY	A fast-paced musical variety show by and for the youth of America. Each week the Junior Workshop players dramatize a scene in the life of a great American. The climax of every program is the presentation of the Youth-On-Parade War-Service Award to a boy, girl, or youth group.
We Deliver the Goods 12:30–1:00 a.m. EACH SUNDAY	This program features the 23-piece Maritime Service Band at Catalina Island, led by Lieutenant Curt Roberts, together with dramatizations of the heroic deeds of United States merchant seamen.

PROGRAM AND TIME	DESCRIPTION	
Service Time 4:00–4:30 p.m. MONDAY THRU FRIDAY	Presented in cooperation with the fighting forces, this program devotes itself to the branches of the armed service, spotlighting the activities of a different branch each day. Various service bands and glee clubs are featured, and high ranking officials make personal appearances. There are also interviews with personnel returned from combat zones. MONDAY—Waves on Parade TUESDAY—It's Maritime WEDNESDAY—Wacs on Parade THURSDAY—Marines in the Making FRIDAY—First in The Air	WAR PROGRAMS
Report to the Nation 1:30–2:00 p.m. EACH SATURDAY	A weekly report to the people of America featuring action stories and eye-witness events by aces and heroes from all branches of the service. Celebrities from the entertainment world and other fields contribute to the entertainment and significance of the program.	
Assignment Home 4:30–5:00 p.m. EACH SATURDAY BEGINS DEC. 9	In collaboration with the Army Service Forces, CBS inaugurates a new series of weekly dramatic programs dealing with veteran rehabilitation problems. High ranking Army officials will participate in the show which is designed to illustrate and explore the complex situations involved in re-adjusting the veteran to normal life.	
The Philadelphia Orchestra 5:00–6:00 p.m. EACH SATURDAY	One of the world's greatest symphonic groups, the Philadelphia Orchestra, has resumed its brilliant series for the 1944-1945 season. Eugene Ormandy will direct most of these concerts, Pierre Monteux guest-conducting two of them. Eminent soloists including the pianists Claudio Arrau, Artur Rubinstein, Rudolf Serkin, and the cellist Gregor Piatigorsky, will make regular appearances on the broadcasts.	SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
Invitation to Music 11:30–12:00 midnight EACH WEDNESDAY	This weekly half-hour presents distinguished soloists with the Columbia Symphony Orchestra in programs featuring comparatively unfamiliar but nevertheless important works of the great composers. Two world premieres will be featured on this series, the violin concerto of Khatchatourian with Miriam Solovieff and the piano concerto by Lukas Foss with the composer conducting. Other artists appearing on the programs include Mona Paulee of the Metropolitan Opera Company; Rose Dierman, soprano, and Maria Kurenko, in a performance of Mozart's Exultate Jubilate.
E. Power Biggs, Organist 9:15–9:45 a.m. EACH SUNDAY	Playing in the Germanic Museum at Harvard University, this noted musician broadcasts the world's finest organ music. In a special series of concerts to be given in joint sponsorship with Mrs. Elizabeth Sprague Coolidge, these programs include classic as well as contemporary works written for the organ.
Eileen Farrell and the Columbia Concert Orchestra 11:15–11:30 p.m. EACH SUNDAY	Eileen Farrell, CBS singing discovery, resumes her weekly series of regular concerts. She is accompanied by the Columbia Concert Orchestra.
Salt Lake Tabernacle Choir and Organ 12 noon–12:30 p.m. EACH SUNDAY	This is the oldest consecutively presented public-service series in radio, having celebrated its 785th network broadcast on July 30, 1944. The Tabernacle Choir is conducted by J. Spencer Cornwall and Richard P. Condie, assistant. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens.
New Voices in Song 9:45–10:00 a.m. EACH SUNDAY	These programs are designed to offer broadcast opportunities to young American singers whom CBS feels have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.

PROGRAM AND TIME	DESCRIPTION
Dance Orchestras VARIOUS HOURS	Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week, CBS audiences can hear: HARRY JAMES — CHARLIE SPIVAK GUY LOMBARDO — TOMMY DORSEY JIMMY DORSEY — DUKE ELLINGTON SHEP FIELDS — HAL MCINTYRE FRANKIE MASTERS — GLEN GRAY VAUGHN MONROE — SAMMY KAYE ABE LYMAN — JAN GARBER COUNT BASIE — TONY PASTOR SONNY DUNHAM — ENRIC MADRIGUERA JERRY WALD — FRANKIE CARLE JIMMY HILLIARD — GEORGE AULD RAY PEARL — BOYD RAYBURN JOHNNY LONG — DEAN HUDSON LEE CASTLE — HENRY BUSSE
Raymond Scott and His Orchestra 4:30–5:00 p.m. MONDAY THRU FRIDAY	In this program Raymond Scott gives new treatment to standard jazz classics and contemporary popular music. Dorothy Collins does the singing.
Jeri Sullavan 6:30–6:45 p.m. MONDAY, WEDNESDAY, FRIDAY	The magnetic and lovely Miss Sullavan, with her ever-refreshing delivery of a tune is heard in a program of popular songs. Archie Bleyer conducts the orchestra.
Sing Along Club 5:00–5:30 p.m. MONDAY THRU FRIDAY	The Landt Trio offers its early morning listeners a light-hearted, fast-paced program inviting them to join in singing their favorite songs. Add the daily musical quiz and the unique style of Carol Ames' voice for a half hour of delightful entertainment.
Terry Allen and The Three Sisters 5:30–5:45 p.m. MONDAY, WEDNESDAY, FRIDAY	The Three Sisters keep this program in the groove with their solid sending of hep tunes and jive talk. They are accompanied by the CBS dance orchestra under Archie Bleyer.
Music by Warrington 12:05–12:30 a.m. EACH MONDAY	Composer-conductor John Warrington leads his exceptional orchestra in classical treatments of contemporary popular songs. Bon Bon and Dawn Frederick handle the vocals. This distinctly individual program originates at Station WCAU, Philadelphia.

	PROGRAM AND TIME	DESCRIPTION
LIGHT MUSIC *Continued*	**Joan Brooks** 11:15–11:30 p.m. MONDAY THRU FRIDAY	This series presents the talented Miss Brooks former Oklahoma school teacher, now internationally known for her singing of blues, with the accompaniment of Ruby Newman's Orchestra.
	Petrillo, Janette and McCormick 12:05–12:30 a.m. EACH WEDNESDAY	Franklin McCormick, host, and Janette, feminine vocalist, join Cesar Petrillo's Orchestra to give CBS audiences a midnight program of mellow musical entertainment. This trio broadcasts each week from Station WBBM, Chicago.
	Mildred Bailey and Company 11:30–12:00 midnight EACH FRIDAY	A gay, rollicking musical show starring Mildred Bailey, "The Ol' Rockin' Chair Lady", as mistress of ceremonies. On alternate weeks Miss Bailey introduces famous guest stars and talented but "unknown" performers. The orchestra is conducted by Paul Baron.
DRAMATIC SERIES	**Casey—Press Photographer** 11:30–12:00 midnight EACH TUESDAY	This weekly adventure of a typical newspaper photographer and a girl reporter tracking down crime in a big city is packed with sophisticated humor and excitement. Casey is a complete crime story with all the trimmings.
	This Life is Mine 9:45–10:00 a.m. MONDAY THRU FRIDAY	A gay, urbane, romantic serial with the swift contrast of comedy against emotional crises distinguishes this show. The inventive plot concerns the romance of a small town school teacher married to a young aviator. A variety of ingenious situations create a story that is firm and fast-paced.
	The High Places 5:30–5:45 p.m. MONDAY THRU FRIDAY	Rated highly by astute radio critics, this penetrating story of commuter life shows the striking contrasts in the activities of a group of people who spend their days in New York and their nights in a small Connecticut town.

PROGRAM AND TIME	DESCRIPTION	
Wilderness Road 5:45–6:00 p.m. MONDAY THRU FRIDAY	A dramatic serial of a pioneering American family that went through the hazardous Cumberland Gap in 1783 with Daniel Boone as their guide. The story recreates that adventure-filled period in American history when every frontier presented a challenge to the New World settlers.	DRAMATIC SERIES
"On Your Mark"—Ted Husing 6:30–6:45 p.m. EACH TUESDAY	A weekly series in which Ted Husing, ace CBS sportscaster, reports on sporting events, special sports features, and interviews with outstanding sportsmen, athletes in military service, trainers, and sports writers.	LIGHT ENTERTAINMENT
Horse Racing 4:15–4:30 p.m. EACH SATURDAY BEGINS DEC. 9	Ted Husing describes the season's outstanding stake races at the Tropical Park Race Track, Florida beginning December 9 and Hialeah Race Track in Florida in January.	
CBS ADULT EDUCATION BOARD	CBS Educational Programs are presented by Columbia's Department of Education with the counsel of the CBS Adult Education Board, whose members are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S.J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH RAY LYMAN WILBUR JOSEPH H. WILLITS	EDUCATIONAL PROGRAMS
The American School of the Air 9:15–9:45 a.m. REBROADCAST 3:30–4:00 p.m. MONDAY THRU FRIDAY	This unique contribution to popular education now entering its 16th year has an increasing audience at home and on the fighting fronts. The fascination of travel, the excitement of science, the delight of music and story telling, and the significance of political and economic problems are portrayed in colorful and compelling terms. MONDAY—"Science Frontiers" TUESDAY—"Gateways to Music" WEDNESDAY—"New Horizons" THURSDAY—"Tales from Far and Near" FRIDAY—"This Living World"	

PROGRAM AND TIME	DESCRIPTION
Invitation to Learning 11:30–12 noon EACH SUNDAY	Distinguished scholars, authors, and critics meet informally on this series to discuss the outstanding classics of literature. The winter schedule includes a new series of 30 great books to bring the total number discussed on the program to 254.
The People's Platform 6:15–6:45 p.m. EACH SATURDAY	The vital issues of today and the postwar world are analyzed weekly on this program, one of radio's most interesting forums. Four eminent guests and a moderator gather informally for these sessions.
Of Men and Books 2:00–2:15 p.m. EACH SATURDAY *Will resume after football*	The latest books, and how they came to be written are discussed by critics and authors on this popular series beginning its seventh year on CBS, a program followed closely by a large section of the reading public.
Columbia's Country Journal 9:30–10:00 a.m. EACH SATURDAY	The farmer's role in war time, his "food for victory" campaign, and his daily problems form the weekly theme of Charles ("Chuck") Worcester's "radio farm magazine." Originating in Washington for national farm news, it frequently switches to various farm regions of the country highlighting local problems. Occasional reports from abroad and native folk music are regular features.
The Garden Gate 9:15–9:30 a.m. EACH SATURDAY	Tom Williams, "the old dirt dobber," nationally known horticultural expert of WLAC, Nashville, answers the hundreds of queries from listeners on ornamental and victory gardening and announces the award of the "Green Thumb" to the outstanding gardener-of-the-week.
Adventures in Science 2:15–2:30 p.m. EACH SATURDAY *Will resume after football*	Watson Davis, Director of Science Service, brings to the microphone prominent guest scientists who explain recent discoveries in industry and medicine and the startling scientific progress made since our entrance into the war.

PROGRAM AND TIME	DESCRIPTION	
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	In its thirteenth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths. During the past year many of the services have originated at Army camps and Navy bases, with Chaplains of the uniformed forces officiating.	**RELIGIOUS BROADCASTS**
Wings Over Jordan 10:30–11:00 a.m. EACH SUNDAY	This program features the renowned thirty-voice Wings Over Jordan Choir singing spirituals and gospel songs. Rev. Glenn T. Settle also conducts responsive bible reading and delivers a brief inspirational talk.	
News, News Features and Entertainment Beamed to The Network of the Americas In: SPANISH PORTUGUESE	From 11:45 a.m. till 2:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized on these CBS broadcasts; elaborate musical and dramatic programs round out the entertainment schedule. Many of these programs are rebroadcast locally on standard wave by Columbia's 111 affiliated stations in Latin America.	**SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA** *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCBN, New York*
News, News Features and Entertainment Beamed Overseas In: ENGLISH FRENCH ITALIAN GERMAN POLISH SERBO-CROATIAN DUTCH CZECH	News in eight languages, plus more than four hours of entertainment for American troops abroad, is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Short Wave Department. This schedule is continuous, around the clock, for 24 hours a day. Five shows daily are now being retransmitted by Radio Algiers, and one show by Radio Naples, Italy. On December 31, 1943, CBS began operating two new 50,000-watt transmitters to Europe, WOOC and WOOW, making five transmitters beaming programs East, with one transmitter loaned for special code transmissions. On May 1, 1944, CBS put into service still another 50,000-watt transmitter, WCBN, to both Europe and Latin America.	**SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE EAST** *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCDA, New York* *WOOC, New York* *WOOW, New York* *WCBN, New York*

SPECIAL BROADCASTS: SUMMER-AUTUMN

This is a partial list of special CBS broadcast (mostly exclusive), of two general categories, not included in the previous issue.

1. The specific sustaining broadcasts of notable public significance.

2. The "Public Affairs" programs arranged by the CBS Talks Department.

These broadcasts are scheduled on a week to week, day to day, and even, on occasion, hour to hour basis. This flexibility helps to sharpen the broadcasts from the point of view of public service or timeliness.

NOTABLE PROGRAMS:

AUGUST 6: "The Promise vs. The Deed", a dramatized historical record of Germany's bad faith from Fichte and Clausewitz through Munich. The broadcast revealed the sharp divergence between the policy of friendliness expressed by various German statesmen toward other countries and the actual evidence of history. 8:00-8:30 p.m.

AUGUST 23: "Paris Is Free"; a documentary news program celebrating the liberation of Paris and incorporating the original broadcast of CBS correspondent William L. Shirer describing the signing of the armistice with Germany in June 1940 in the Compiegne forest. Mr. Shirer, playing his own role, repeated his original broadcast. 10:30-11:00 p.m.

SEPT. 13: "Get Out the Vote", broadcast under the auspices of CBS, the radio and motion picture industries, and the Los Angeles Committee to Get Out the Vote. A dramatized broadcast originating at KNX, Los Angeles, tracing the history of voting back to antiquity, played by various stage and screen stars including Olivia de Havilland, Gene Kelly, George Coulouris and others. 10:30-11:00 p.m.

SEPT. 15: The final broadcast of Arthur Godfrey's notable one-man 5-day blood donor campaign during which he made 47 separate appeals on 40 different radio programs, netting the New York blood bank 478 new donors. On this broadcast Godfrey interviewed donors as their blood was being taken, and later that day gave his ninth pint. 9:30-9:45 a.m. EWT over WABC.

PUBLIC AFFAIRS

AUGUST 1: MAJOR ALEXANDER P. DESEVERSKY, aeronautical engineer and author, spoke from Washington, D. C. on "Common Sense and Air Power": 10:30-10:45 p.m.

AUGUST 5: President, National Foundation for Infantile Paralysis, BASIL O'CONNOR, spoke on the subject "Your Fight Against Infantile Paralysis" from New York: 10:45-11:00 p.m.

AUGUST 8: From Washington, D. C. SENATOR ELBERT D. THOMAS, delivered a talk on "Saving the Jews of Europe" at the closing session of the Second Annual Conference of the Emergency Committee to Save the Jewish People of Europe, Inc.": 10:30-10:45 p.m.

AUGUST 12: "The Federal Government's Responsibility for Full Postwar Employment" was the subject discussed from Washington, D. C. by SENATOR HARLEY M. KILGORE, 10:45-11:00 p.m.

AUGUST 13: MRS. VINCENT ASTOR, Chairman of the Women's Division, New York War Fund, spoke from New York on "American Generosity" in connection with the War Fund Campaign: 1:30-1:45 p.m.

AUGUST 15: Director of Office of War Information, ELMER DAVIS, reported from Honolulu on "His recent trips through South Pacific War Zone": 10:30-10:45 p.m.

AUGUST 19: From Washington, D. C. REP. LOUIS LUDLOW talked on "Bureaucracy and Unconstitutional Trend of Government": 10:45-11:00 p.m.

AUGUST 20: DR. STEPHEN DUGGAN, Director, Institute of International Education, delivered an address on "Educational Reconstruction in Postwar Europe": 1:30-1:45 p.m.

AUGUST 22: JOHN E. SLATER, Executive Vice-President, American Export Lines, discussed "Postwar Shipping Problems and What Is to Be Done with Our Victory Fleet": 10:30-10:45 p.m.

AUGUST 26: EARL OF HALIFAX, British Ambassador to Washington, having just returned from Great Britain, broadcast from Washington a talk called "After Five Years": 10:45-11:00 p.m.

AUGUST 27: From San Francisco, EDWARD A. TEICHERT, Socialist Labor Party Candidate for the Presidency, delivered his acceptance speech: 1:30-1:45 p.m.

AUGUST 29: In connection with Korean Commemoration Night, first President of Korea, DR. SYNGMAN RHEE, spoke on "The Day of Infamy": 11:15-11:30 p.m.

AUGUST 30: Under Secretary of War, ROBERT P. PATTERSON reported from Washington, D. C. on his recently completed three-weeks tour of the European battlefronts: 10:30-10:45 p.m.

AUGUST 31: From Lamar, Missouri, SENATOR HARRY S. TRUMAN, Democratic vice-presidential nominee, delivered his formal acceptance speech: 10:30-11:00 p.m.

SEPTEMBER 2: Commemorating the anniversary of the German invasion of Poland, DR. CHARLES ROZMAREK, Chairman, Polish-American Alliance and Polish American Congress, talked on the "Poles Fight for Freedom": 10:45-11:00 p.m.

SEPTEMBER 4: MADAME FRANCES PERKINS, Secretary of Labor, broadcast her twelfth annual "Labor Day Address" from Boston, Mass.: 4:45-5:00 p.m.

SEPTEMBER 5: In his capacity as Chairman of the American Red Cross, BASIL O'CONNOR broadcast from Washington, D. C. a talk on "You and the Red Cross": 10:30-10:45 p.m.

SEPTEMBER 9: Republican Vice-Presidential Nominee, GOVERNOR JOHN W. BRICKER, delivered his acceptance speech from French Lick Springs, Indiana: 10:30-11:00 p.m.

SEPTEMBER 10: From Grand Rapids, Michigan, R. J. THOMAS, International President U.A.W.-C.I.O., discussed his recently completed trip to the European battlefronts: 1:30-1:45 p.m.

SEPTEMBER 16: In connection with the second meeting of the Council of the 44 member Nations of UNNRA in Montreal, Canada, L. B. PEARSON, permanent chairman of the Conference, outlined the UNRRA agenda: 10:45-11:00 p.m.

SEPTEMBER 17: JUDGE JUVENAL MARCHESIO, President of American Relief for Italy, reported on the "Administration of American Relief in Italy": 1:30-1:45 p.m.

SEPTEMBER 18: EDWARD CORSI, Industrial Commissioner, N.Y. State Department of Labor, discussed the Federal "Veterans' Readjustment Allowances": 5:30-5:45 p.m.

SEPTEMBER 19: In a program from Washington, D.C. called "Congress Speaks", REPRESENTATIVE MELVIN J. MAAS, spoke on the subject "What About the Pacific Half of the War": 10:30-10:45 p.m.

SEPTEMBER 20: At the American Legion Auxiliary Annual Convention in Chicago, MRS. LAWRENCE H. SMITH, retiring President, and MRS. CHARLES B. GILBERT, incoming President, discussed "Post War Plans" for the Auxiliary: 5:30-5:45 p.m.

SEPTEMBER 24: From Los Angeles, CLAUDE A. WATSON, Prohibition Candidate for President, delivered his acceptance speech: 1:30-1:45 p.m.

SEPTEMBER 28: "America and the Peace" was the controversial subject on which SENATOR JOSEPH H. BALL talked at the 4th Annual Convention of Federal Union, Inc. in Chicago: 11:15-11:30 p.m.

OCTOBER 1: Under the auspices of Freedom House, DR. GEORGE N. SHUSTER, President of Hunter College and director of Freedom House, spoke on "Equal Educational Opportunity": 1:30-1:45 p.m.

OCTOBER 3: From Washington, D. C. in connection with the White House Conference on Rural Education, KATHERINE F. LENROOT, Chief, Children's Bureau of U. S. Dept. of Labor, M. L. WILSON, Director, Agriculture Extension Service, Dept. of Agriculture, JOHN W. BROOKER, Field Secretary Education Association, and CHARL ORMOND WILLIAMS, Field Secretary National Education Association, aired their views on "Education for Better Rural Life": 9:45-10:00 a.m.

OCTOBER 7: MRS. JONATHAN M. WAINWRIGHT, MRS. THEODORE ROOSEVELT JR. and a disabled soldier who served in the South Pacific analyzed the need for more women to serve in the WAC in connection with the new recruitment campaign for a company being formed in honor of Lt. General Jonathan M. Wainwright: 10:45-11:00 p.m.

OCTOBER 9: "What is Ahead for the United States Co-ops" was the subject of the talk delivered by MURRAY D. LINCOLN, President, The Cooperative League of the U.S.A. at the meeting in Chicago celebrating the 100th Anniversary of the founding of the first consumer cooperative at Rochdale, England in 1844: 11:15-11:30 p.m.

OCTOBER 10: At a meeting to discuss "Demobilization, and Jobs for Returning Service Men", PHILIP MURRAY, President C.I.O., ROBERT WATT, AF of L, DAVID B. ROBERTSON, President, Brotherhood of Locomotive Firemen and Enginemen broadcast their ideas on "Labor and The Veteran" with NICHOLAS ROOSEVELT acting as moderator: 11:15-11:30 p.m.

OCTOBER 10: In reply to the address by Philip Murray, broadcast over CBS October 3, JOHN A. STEPHENS, Vice-President in charge of Industrial Relations, U. S. Steel Corporation, discussed the Little Steel Formula: 10:30-10:45 p.m.

OCTOBER 12: PRESIDENT FRANKLIN D. ROOSEVELT made a brief Columbus Day Address to the other American republics: 4:00-4:10 p.m.

OCTOBER 14: "The Menace of Japanese Education in the Indies" was the subject of the talk by PIETER A. KERSTENS, former Netherlands Minister of Economy and now Director of Education for the Netherlands Indies: 10:45-11:00 p.m.

OCTOBER 16: From Constitution Hall, Washington, D. C. where a United Nations Mass Meeting was held, and ARCHIBALD MACLEISH presided, THE EARL OF HALIFAX outlined United Nations relief, and a French underground leader talked about the resistance movement in France: 8:30-8:55 p.m.

CBS TELEVISION

Since May 5, 1944, CBS' Television Station, WCBW-NY has televised twice weekly on Thursdays and Fridays a two-hour live-talent program, between 8 and 10 p.m. These programs have been developed on an experimental and sustaining basis, and recently have followed a basic pattern, consisting of the following elements:

News and News Analysis—a 15-minute period during which Everett Holles, CBS Assistant Director of News Broadcasts reports and analyzes the news against a background of visual devices including maps, animations, photographs and other visualizations.

Opinions on Trial, a 45-minute period devoted to the dramatized discussion of controversial issues, presented as a courtroom scene with Judge, Counsel and Opposing Witnesses. The television home audience constitutes the jury and are asked to mail in their verdict.

They Were There, a 15-minute interview program bringing before the television camera men and women in military and civilian war service to describe their experiences.

Documentary Film. The second hour opens each night with a telecast of documentary or other films.

The Missus Goes A-Shopping. The successful CBS audience-participation program adapted for television. 30 minutes.

Will You Remember? The popular radio vocalist Miss Vera Massey in a 15-minute song-soliloquy.

At Home. A half-hour musical-variety program set in the informal background of a living room and containing interludes of songs and dancing.

This pattern is supplemented each week with experiments in adapting various types of radio programs to television, with special events dictated by the news of the day, and with dramatic and educational features.

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CBS PROGRAM BOOK SUPPLEMENT • DEC. 1, 1944

NEW CBS SPONSORED PROGRAMS

THE PROCTER & GAMBLE CO. *(527th Week on CBS)* **The F.B.I. in Peace and War** *Drama*	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 73 CBS stations ORIGINATES: WABC	Lava *Biow Co., Inc.*
EVERSHARP, INC. (Starts December 20th) **Let Yourself Go** with Milton Berle and guests *Variety*	Wednesday 10:30–11:00 p.m. 141 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils Red Top Leads *The Biow Company*

NEW CBS CALIFORNIA NETWORK PROGRAMS

UNION ICE CO. *(5th Week on CBS)* **American Rhapsody** *Music*	Sunday 5:00–5:30 p.m. PWT ORIGINATES: KNX	Institutional *George M. Wessells Co.*

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

Page 6	**COCA-COLA COMPANY**	Cancel program after December 10.
Page 6	**COLGATE-PALMOLIVE-PEET COMPANY**	Change day and time on "Inner Sanctum" to Wednesday, 9:00–9:30 p.m. Change agency to Sherman & Marquette, Inc. and product to Colgate Tooth Powder.
Page 7	**ELECTRIC COMPANIES ADVERTISING PROGRAM**	Effective December 17: change day and time to Sunday, 4:30–5:00 p.m.
Page 8	**EMERSON DRUG COMPANY**	Change agency to McCann-Erickson, Inc.

CBS PROGRAM BOOK SUPPLEMENT • JAN. 1, 1945

NEW CBS SPONSORED PROGRAMS

CONTINENTAL CAN COMPANY *(Starts January 6th)* **Report to the Nation** *News-drama*	Saturday 1:30–2:00 p.m. 142 CBS stations ORIGINATES: WABC	Institutional and Tin Containers *Batten, Barton, Durstine & Osborn, Inc.*
THOMAS J. LIPTON, INC. *(57th Week on CBS)* **Inner Sanctum** *Mystery drama*	Tuesday 9:00–9:30 p.m. 141 CBS stations ORIGINATES: WABC	Lipton Tea and Continental Soup Mix *Young & Rubicam, Inc.*

NEW CBS PACIFIC NETWORK PROGRAMS

P. DUFF & SONS, INC. *(63rd Week on CBS)* **Meet The Missus** *Participation quiz*	Mon., Wed., Fri. 2:45–3:00 p.m. PWT ORIGINATES: KNX	Duff's Ready-To-Bake Mixes *W. Earl Bothwell Advertising Agency*
HUNT BROTHERS PACKING CO. *(41st Week on CBS)* **I Was There** *Real Life Experiences*	Sunday 3:30–4:00 p.m. PWT ORIGINATES: KNX	Tomato Sauce and All Acceptable Products *The Biow Company*
THE PERVO COMPANY *(Starts January 6th)* **Dr. Wallace Sterling** *News analysis*	Saturday 7:45–8:00 a.m. PWT ORIGINATES: KNX	Paints *Brisacher & Van Norden*

NEW CBS CALIFORNIA NETWORK PROGRAMS

SEAL-COTE CO. *(5th Week on CBS)* **Meet The Missus** *Participation quiz*	Tues., Thurs. 2:45–3:00 p.m. PWT ORIGINATES: KNX	Seal-Cote Protection for the Nails *Buchanan & Co., Inc.*

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS (continued)		
Pages 10-11	**LEVER BROTHERS COMPANY**	Change day and time on "The Frank Sinatra Show" to Monday, 8:30–8:55 p.m. Rebroadcast 11:30–11:55 p.m.
Page 11	**LEWIS-HOWE COMPANY**	Effective December 9: list program as "Here Comes Elmer" with Al Pearce and his gang. Variety.
Page 11	**MANHATTAN SOAP CO., INC.**	List program as "The Strange Romance of Evelyn Winters". Dramatic serial.
Page 13	**CHARLES H. PHILLIPS CHEMICAL COMPANY**	Change program listing to "Amanda".
Page 15	**U.S. TOBACCO COMPANY**	Cancel program.
MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS		
Page 16	**CAMPANA SALES CORP.**	List product as All Products.
Page 17	**P. DUFF & SONS, INC.**	List program as "Burritt Wheeler".
Page 17	**GENERAL MILLS, INC.**	Change origination to KNX.
Page 18	**PACKARD BELL COMPANY**	Cancel program after December 8.
Page 18	**SAFEWAY STORES**	Change client name to Dwight Edwards Coffee Co. 31st Week on CBS.
Page 19	**WASHINGTON COOPERATIVE EGG & POULTRY ASSN.**	Cancel program after December 16.
Page 19	**WESTERN SUGAR REFINERY**	Cancel program after December 10.
MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS		
Page 19	**GROVE LABORATORIES, INC.**	Change product on "Riders of the Purple Sage" to Beaumont Four Way Cold Tablets, and agency to Donahue & Coe, Inc. Change program type to Western Music.

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

Page 6	**COLGATE-PALMOLIVE-PEET CO.**	Cancel "Inner Sanctum".
Page 1 Dec. Supp.	**EVERSHARP, INC.**	Correct listing to "Milton Berle in 'Let Yourself Go'" and starting date to January 3.
Page 7	**CUDAHY PACKING COMPANY**	Effective January 8, change time to 2:45–3:00 p.m.
Page 8	**GENERAL ELECTRIC CO.**	Cancel Saturday broadcast only of "The World Today."
Page 8	**GENERAL FOODS CORP.**	Effective January 5, cancel "Young Dr. Malone".
Page 10	**LEVER BROS. CO.**	Correct listing of "Burns & Allen" to "The George Burns and Gracie Allen Show" and shift time to Monday, 8:30–8:55 p.m.; Rebroadcast 11:30–11:55 p.m. Product is Swan Soap; Agency, Young & Rubicam. Origination: KNX.
Page 12	**MINNEAPOLIS-HONEYWELL CO.**	Cancel program.
Page 12	**PABST SALES CO.**	Effective January 6, change listing to "The Danny Kaye Show".
Page 13	**THE PROCTER & GAMBLE CO.**	Change listing of "I Love A Mystery" to "The Jack Kirkwood Show", Variety. Effective January 8, change time on "Perry Mason" to 2:30–2:45 p.m.
Page 15	**STANDARD BRANDS, INC.**	Cancel "This Changing World".

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

Page 17	**P. DUFF & SONS, INC.**	Cancel former program.
Page 17	**LOS ANGELES SOAP CO.**	Cancel program.
Page 18	**SAFEWAY STORES**	Cancel program.

NEW CBS SUSTAINING PROGRAMS

Music from the West 12:05–12:30 a.m. EACH MONDAY	Musical selections characteristic of various sections of the West by outstanding American composers.
Buffalo Presents 12:05–12:30 a.m. EACH TUESDAY	A musical variety show with Dave Cheskin's orchestra, the popular trio "Three Treys", vocalists Jan Martel and Elvera.
Toronto Calling 12:05–12:30 a.m. EACH FRIDAY	Variety from across the border with Willy Armour's orchestra.
CBS Presents Olin Downes 2:55–3:00 p.m. EACH SUNDAY	The noted critic of *The New York Times* discusses musical events, programs, and personalities.
Vera Brodsky 11:15–11:30 p.m. EACH SUNDAY	Recitals by the noted pianist of music by 19th and early 20th century composers.
Sally Moore and the Columbia Concert Orchestra 6:30–6:45 p.m. MONDAY AND FRIDAY	The young contralto recently discovered by CBS in a series of distinctive song recitals.
Encore Appearance 6:30–6:45 p.m. EACH WEDNESDAY	A program starring promising young singers who made their debuts on CBS' *New Voices in Song.*

MONTHLY CORRECTIONS · CBS SUSTAINING PROGRAMS

Page 22	**WE DELIVER THE GOODS**	Change time to 12:05–12:30 a.m.
Page 24	**EILEEN FARRELL & COLUMBIA CONCERT ORCHESTRA**	Cancel program.
Page 25	**JERI SULLAVAN**	Cancel program.
Page 25	**TERRY ALLEN AND THE THREE SISTERS**	Change listing to Terry Allen and The Ross Sisters. Change time to Monday thru Friday.
Page 25	**MUSIC BY WARRINGTON**	Change day to each Thursday.

NEW CBS SUSTAINING PROGRAMS

Danny O'Neil 11:15–11:30 p.m. MONDAY THRU FRIDAY	The popular tenor and soloist of the Bluejacket Choir, sings the top tunes of the day, old favorites and romantic ballads.
Carolina Hayride 2:30–3:00 p.m. EACH SATURDAY	A program of southern folk music ranging from hymns to hillbilly songs and featuring notable groups of folk singers.
The Land Is Bright 3:00–3:30 p.m. EACH SATURDAY	Depicting life in America, this program dramatizes our national habits and institutions and strikes the bright note in the American scene.
Feature Story 5:15–5:30 p.m. MONDAY THRU FRIDAY	One or another of CBS' world wide staff of news correspondents brings to the microphone the many human interest stories that lie under the surface of the latest military and political events and usually miss being told.
Behind the Scenes at CBS 10:45–11:00 p.m. EACH TUESDAY	This program acquaints listeners with the colorful personalities of star performers and the drama, excitement and techniques of broadcasting operations.

MONTHLY CORRECTIONS - CBS SUSTAINING PROGRAMS

Page 21	**NEWS SUMMARIES**	Add "The World Today" 6:45 to 6:55 p.m. Each Saturday.
Page 23	**REPORT TO THE NATION**	Effective January 6, cancel program; sold to Continental Can Co.
Page 23	**SERVICE TIME**	Effective January 15, change time to 3:30–4:00 p.m.
Page 25	**RAYMOND SCOTT AND HIS ORCHESTRA**	Cancel program.
Page 25	**SING ALONG CLUB**	Change time to 4:45–5:15 p.m.
Page 26	**JOAN BROOKS**	Cancel program.
Page 26	**THE HIGH PLACES**	Effective January 15, change time to 3:15–3:30 p.m.

CGS Program Book
Supplement for December
To be tipped in here

CBS Program Book
Supplement for January
to be tipped in here

THE COLUMBIA BROADCASTING SYSTEM

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